# MODERN PACKAGING



# Pennies invested in Packaging Pay dollars in increased sales

Show your respect for your product—and you will find that respect reflected in the attitude of your consumer. That shade of extra cost, to package your product in a manner expressing its distinctive individuality—pays dividends in consumer appeal.

Let us suggest how to convert your packagingpennies into sales-dollars.

BROOKS & PORTER, INC.
304 Hudson St. New York

CREATIVE STYLISTS AND MANUFACTURERS OF FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS







Fred J. Mimkes

HE MAN or the organization that expects to be of the future. Unilds for that future.

Things do not "just happen." They are made to happen. The idea precedes the plan . . . the plan precedes the structure. And, so it is with all accomplishment which is real and enduring.

Men and organizations that expect to "go places" gather about them executives of more than usual ability. And, with the same fine regard for quality they select dependable sources of supply for equipment and materials, and aggressive outlets for their finished product.

In other words, they select men and organizations that are also building for the future.

## PHOENIX METAL CAP CO. METAL CAPS FOR GLASS PACKAGES

OFFICES: Chicago. 2444 West Sixteenth Arenet; Brooklyn, 3720 Fourteenth Avenue; Philadelphia, 1601 Fox Theatre Building; Roston, 131 Aate Street; Cleveland, 1109 Guardian Building; Cincinnati, 1315 American Building; St. Louis, 5820 Itaska Street; San Francisco, 200 Davis Street; Los Angeles, 765 Stanford Avenue.



AUGUST 1933 . VOL. 6 . NUMBER 12

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.

PERRY H. BACKSTROM—Eastern Advertising Manager. ALAN S. COLE—
Western Manager. JULIAN R. McKINNEY—Art Director. A. J. CEDERBORG—Sales
Promotion and Production Manager.

EDWARD H. REHNQUIST—Staff Photographer.



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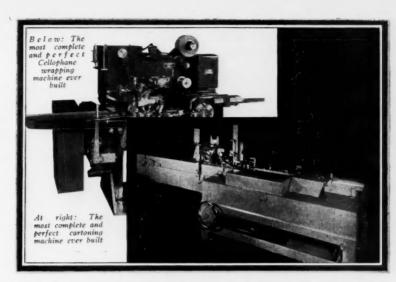
Accompanying this issue will be found an entry blank for the 1933 All-America Twelve Package Competition. Additional blanks may be obtained on request. There is no entry fee required and any number of different packages may be submitted.

Departing from its customary practice of showing reproductions of actual packages on the front cover, MODERN PACKAGING this month presents an original design, by Julian R. McKinney, exemplifying the spirit of the issue—Gift and Holiday Packages.

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Will You Be

#### AHEAD OF THE CROWD

in Packaging Equipment, Too?

The man who has the "jump" on competition is an almost sure winner. A new package before the rest are ready with theirs; a means of producing that new package at a lower cost while the "crowd" marks time waiting for improved packaging machinery.

These are advantages of no small importance. They can be yours if you do not wait too long.

Redington is delivering improved types of packaging machinery right now to many aggressive, far-sighted producers of packaged goods. Machines that are swinging into action to turn out new types of wraps, seals and cartons with an efficiency undreamed of several years ago. Redingtons that are in step with the needs of a new, decisively different industrial age.

Investigate them now. It will be especially worth your while to ask us about the most complete and perfect cartoning machine and the most complete and perfect Cellophane wrapping machine ever built. They're "ahead of the crowd"—by miles!

"If It's Packaging—Try Redington First" F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

#### REDINGTON MAKES

\*Cartoning Machines

\*Cellophane Wrapping Machines

\*Adjustable Carton Sealing Machines

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## REDINGTON

Packaging | Machines



Economical for Packaging - Cartoning - Labeling - Wrapping

## We "Make" Fair Weather at KVP





Send for this booklet. It may help you solve a bothersome packaging problem.

## For Your PROTECTION

You know foods. We know food protection papers. Our laboratories are at your command to help you determine the best packaging for a new product, or for improving the old. The weather conditions shown above are duplicated daily in our laboratory. It is always fair weather for food protected according to KVP recommendations.



KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (KALAMAZOO COUNTY) MICHIGAN



# PAPERS

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## We "Make" Fair Weather at KVP





Send for this booklet. It may help you solve a bothersome packaging problem.

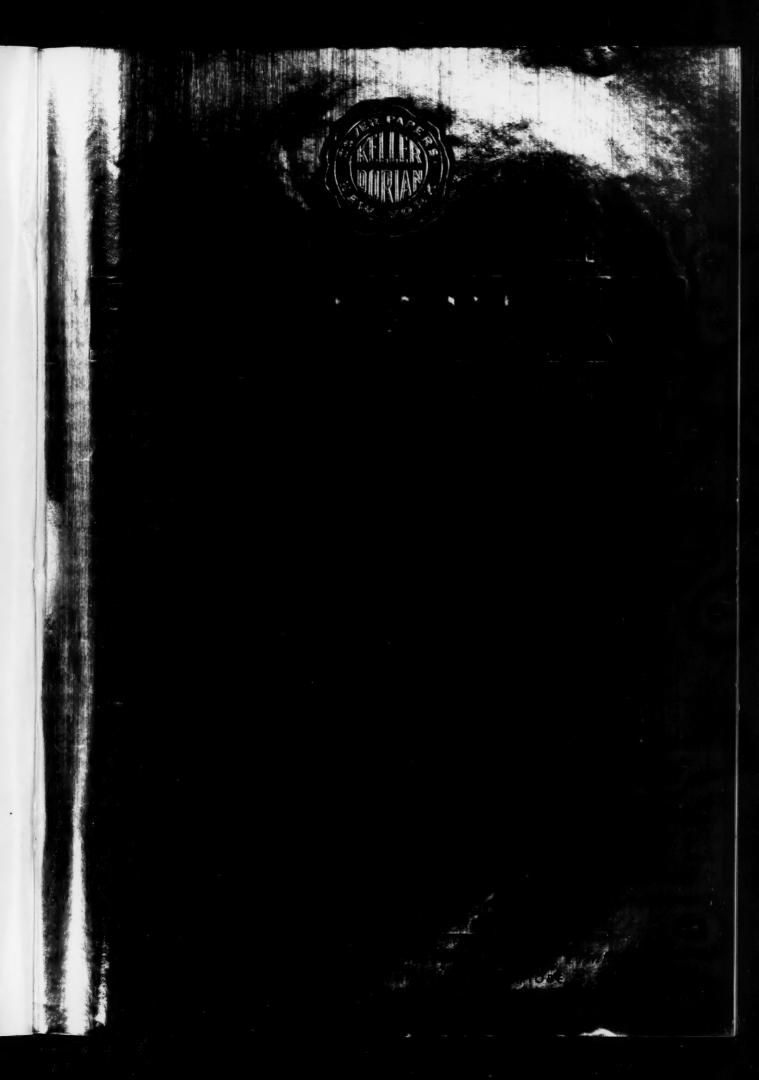
# For Your PROTECTION

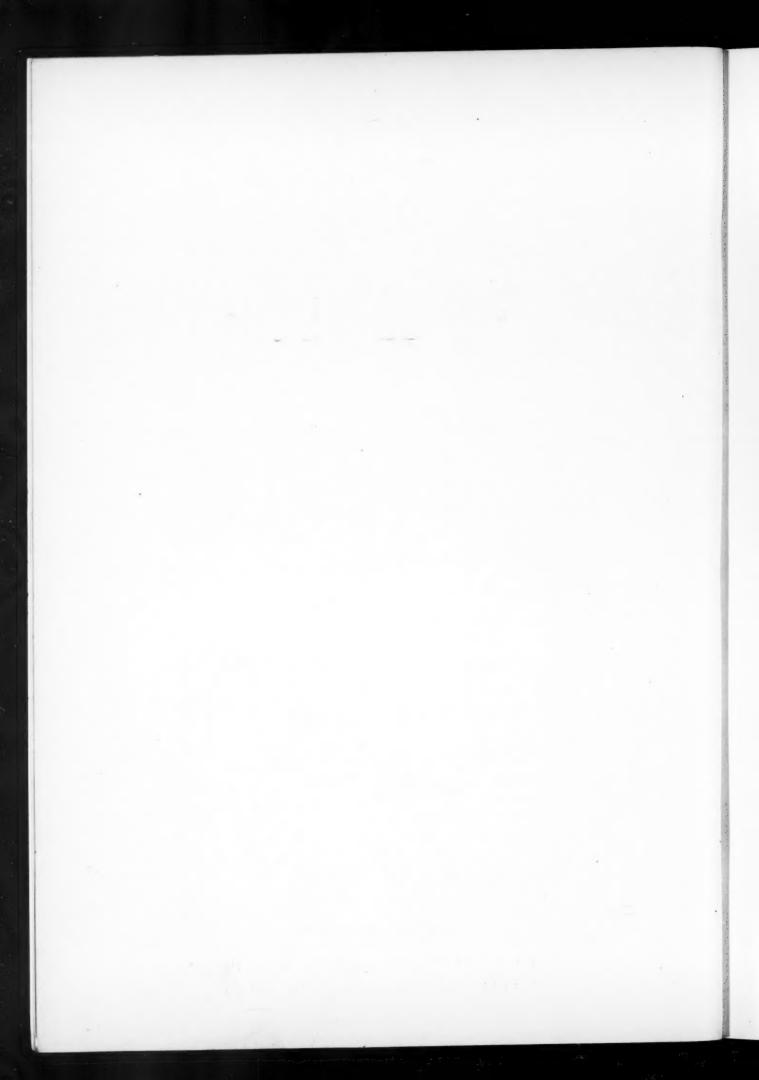
You know foods. We know food protection papers. Our laboratories are at your command to help you determine the best packaging for a new product, or for improving the old. The weather conditions shown above are duplicated daily in our laboratory. It is always fair weather for food protected

CAMD

according to KVP recommendations.

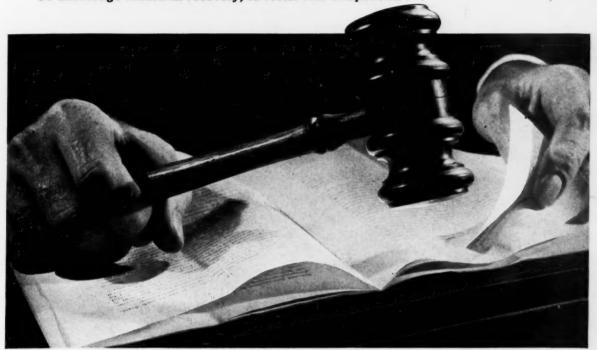
KALAMAZOO VEGETABLE PARCHMENT CO. PARCHMENT (KALAMAZOO COUNTY) MICHIGAN





# \*H.R.5755 ... AN ACT

To encourage industrial recovery, to foster fair competition.



# PNEUMATIC answers ACTION with ACTION

H. R. 5755 is the prescription ordered by the nation's doctors. Industry as a whole welcomes and has faith in it as the cure.

But no prescription is fully effective unless the patient helps himself. With the shorter working hours and higher wages resulting from this act, a greater production efficiency is demanded, else finished costs will be too high to encourage the increased consumption needed to make this great effort succeed.

More work must be accomplished in less time. Production must be speeded and machines, as well as men, will be needed to do it.

Everything the individual manufacturer does

to increase his own production efficiency places him in an even better position to profit by the more desirable business conditions resulting from this act.

But how can you, and other manufacturers like you with temporarily depleted resources, afford to invest now in new equipment?

#### A Timely Offer to Industry

To meet this emergency the Pneumatic Scale Corporation offers a new and timely plan for securing needed packaging equipment. It eliminates the burden of heavy initial investment. It is flexible enough to meet the individual requirements of every business, large or small. It is an opportune plan which permits you to equip your plant for the new order of competition at once. We await your call.

#### PNEUMATIC MACHINES

Carton Feeders — Bottom Scalers — Lining Machines — Weighing Machines (Net and Gross) — Top Sealers — Wrapping Machines (Tight and Wax) — Capping Machines — Labeling Machines — Vocuum Filling Machines (for Ilquids or semi-liquids) — Automatic Capping Machines — Automatic Cap

NEUMATIC SCALE
ACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty Street, Chicago, 360 North Michigan Avenue, San Francisco, 320 Market Street Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England



YOU are about to see one of the most dramatic advances in the technique of merchandising any of us has witnessed in the past decade. It will occur in the field of packaging.

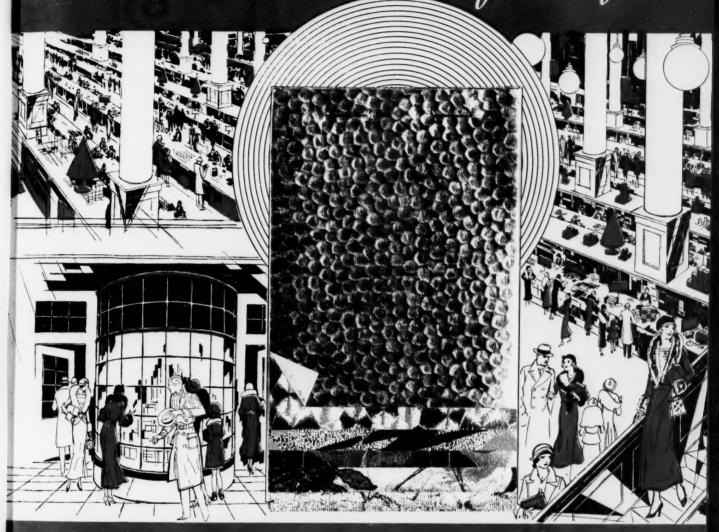
The package changes of the past few yearsopening new markets, revitalizing old products, sweeping new products to prominence-were only the briefest prologue. Now the curtain rises on the play itself.

Much has been learned about package design. Much has been learned about the consumer. The package of the future will win sales not by lavish embellishment (which is costly) but by sheer effectiveness (which can be cheap). It will win sales by being designed for the consumer, rather than the manufacturer. It will be a highly competitive sales weapon, rather than a production detail.

Have you judged your package by tomorrow's standards-convenience to the consumer, suitability to the product, merchandising power, design? Are you familiar with the packaging opportunities in your field? No group is better qualified to analyze your present package, or to point out opportunity, than the company whose leadership has brought about much that is happening now. One word from you will bring Canco knowledge and experience and vision to you without obligation or cost. Your package may need no change. It may already be equipped for the future. But that, too, is worth finding out.

PARK AVENUE NEW YORK CANCO

# Master Metal Unifoil attracts Holiday Buyers



Indications forecast a greatly improved Christman market for 1933. Your box-covering material can do much to help secure better sales for your product on this improved market.

MASTER METAL UNIFOIL possesses a spirit of guiety and quality of appearance that appears strongly to Holiday Shoppers. In parameter real metal brightness attracts and holds the attention of the human two providing your applies with a package

covering that is unsurpassed for point-of-sale display

Many finishes, designs, and colors on MASTER METAL UNIFOIL are available in addition to the samples attached above, all of which will provide your box or package with a distinctive and popular covering material.

For additional samples and information write to

# REYNOLDS METALS COMPANY

19 Rector Street New York, N.Y.

1249 So. Campbell ave.

345 Ninth St.

# CONTAINER CORPORATION

# FOLDING

SIX MILLION
DAILY CAPACITY

Here are unparelleled facilities to provide you with folding cartons and display containers which increase your sale.

Rigid quality standards mean that you are assured of building a good impression with a very package-conscious public.

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Write us today. One of our packaging specialists will be pleased to work with you, to help develop the most sales-building and economical packaging methods.

#### ALSO SOLID FIBRE AND CORRUGATED SHIPPING CASES

Made from sturdy, cylinder-formed CONCORA linerboard. Tested to withstand crushing—to give maximum protection to your shipments.

Dense, this linerboard resists the weakening influence of moisture. Container Corporation shipping cases mean long run economy.

#### CONTAINER CORPORATION OF AMERICA

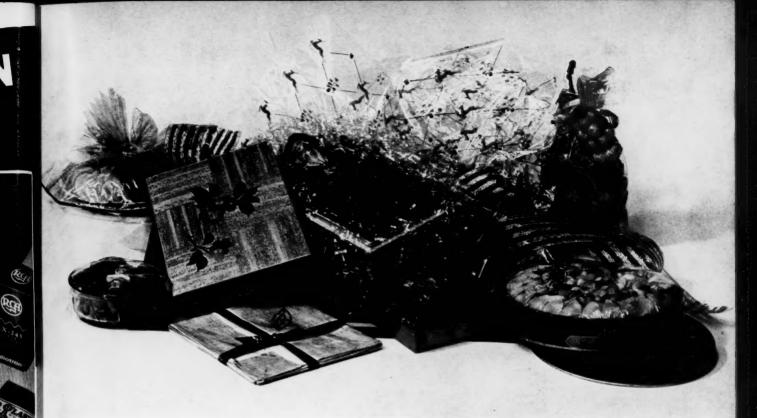
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"Quality's Best Attire"

SYLPHRAP is a fascinating transparent sheet which, when used to package various products, commands instant, complete attention.

Most of us are impulse buyers. Transparent SYLPHRAP, the sheet with the silvery sheen, will enable you to show your product to best advantage.

Adopt it for Holiday Gift Packages and for your standard wrap. It may assist you in adding to your already increased sales.

#### SYLPHRAP STIMULATES SALES

It is furnished in sheets and rolls, in white and eleven brilliant colors, plain or multi-color printing—also in Bags, Envelopes, Window Cartons, Cigar Tubes, Ribbons, Tassels and many other items.

A line from you will bring samples and prices and the names of SYLPHRAP converters.

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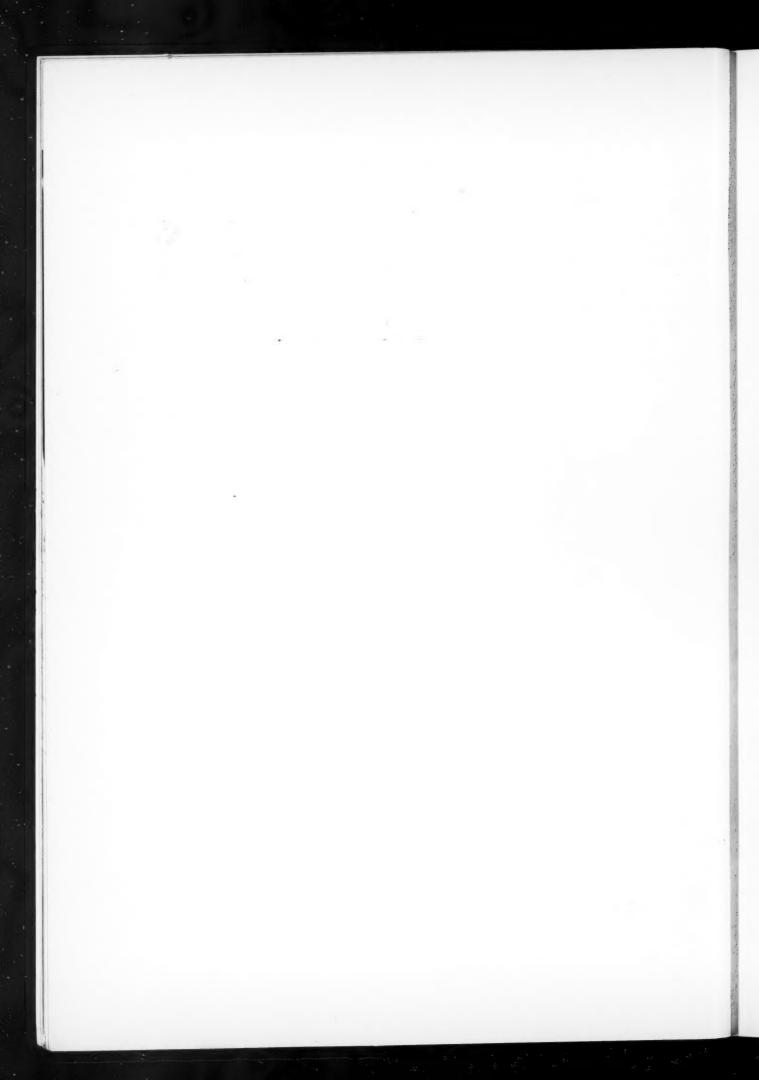
#### SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York



#### DISTRICT AGENCIES

Blake, Moffitt & Towne, 41 First Street, San Francisco, Calif. Pollock Paper & Box Co., Dallas, Texas Canada Foils, Ltd., Toronto, Canada



# Introducing THE NEW PAPER SEAL-KAP FOR JARS

AIR TIGHT ... WATER PROOF ... ODOR PROOF

Better protection than Metal Caps at half the Cost!

WHAT THEY ARE . . . Seal - Kaps are onepiece coverall caps. Made of heavy fibre, thoroughly impregnated with pure, refined wax, Seal-Kaps entirely resist moisture, icing and atmospheric conditions.

WHAT THEY DO . . . Seal-Kaps reseal the jar each time they are replaced. They keep food pure longar . . . they entirely eliminate danger of chipped glass, because they can be removed without a tool.

LOW COST . . . For half the cost of metal caps you can get the new Scal-Kaps in any of four colors. Simple, automatic capping machines will further reduce your capping cost as they feed caps automatically and require only one operator.

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AMERICAN SEAL-KAP CORP., 11-05 44th DRIVE, LONG ISLAND CITY, N Y.

SEAL-KAP
CORPORATION



American Seal-Kap Corporation,

Long Island City, N. Y.

Please send me, without obligation, samples of the new Seal-Kaps together with standard 2½" mouth jar. Also complete information and prices.

Name Address



HESE products... wrapped in Printed Transparent Cellulose... with all the accruing advantages... ATTRACTIVENESS, PROTECTION, VISIBILITY and ECONOMY... are prepared to meet the new buying methods that will prevail in the new buying era which is now upon us.

Mr. and Mrs. Consumer are rapidly being educated to appreciate quality of product by SEEING the product in an attractive printed transparent wrapping . . . and to demand the sanitary protection and retention of quality afforded by Transparent Cellulose.

You should act NOW... and make your product ready for this new market... by wrapping it in Forbes Printed Transparent Cellulose.

N the development of the wrappings on these products Forbes worked hand in hand with the manufacturers of the products . . . developed and produced the Printed Transparent Cellulose Wrappings, and assisted in developing economical automatic methods of applying those wrappings to the product.

Forbes is prepared to furnish this material... accurately printed in one or more colors... in rolls and in sheets. For economical wrapping it should be used in rolls.

FORBES PRINTED TRANSPARENT CELLULOSE in rolls, accurately printed and accurately rewound and trimmed, is meeting satisfactorily the exacting requirements of automatic packaging.

WE ARE READY TO HELP YOU . . . PLACE YOUR PROBLEM WITH US

# FORBES

LITHOGRAPH MFG. CO

P. O. BOX 5130, BOSTON

NEW YORK CHICAGO PHILADELPHIA CLEVELAND DETROIT ROCHESTER

# y for the New buying era?

# FORBES PRINTED TRANSPARENT CELLULOSE

ROLLS OR SHEETS

ATTRACTIVENESS

Colorful and attractive designs, printed in accurate register in one or more brilliant and opaque colors

VISIBILITY . . .

Your product, enclosed in Printed Transparent Cellulose can be seen by the shopper—and helps sell itself

ECONOMY .

Printed Transparent Cellulose in rolls permits automatic packaging with resultant economy in manufacture.

PROTECTION . .

Sanitary cleanliness, with retention of that appealing quality you build into your product

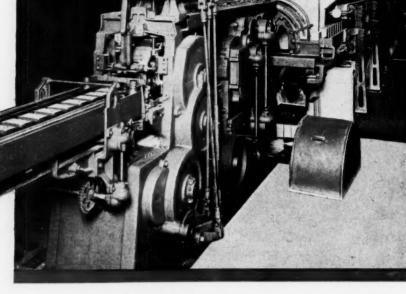


## The LARGEST Tight-Wrapped Package!

For the largest millers in the West

**ARNATION** 

ARNATION



When Albers Bros. Milling Company decided to sell their Carnation Wheat Flakes in packages weighing 3 lbs., 7 ozs., they were confronted with a packaging problem. Their standard tight-wrapped package, which was widely known, had never been duplicated in the large size they now demanded.

A consultation with Stokes & Smith Engineers followed and a new tight-wrapped package, measuring 11" x 7½" x 4½" was developed. It was the largest tight-wrapped package these engineers had ever seen. And they made it possible to produce the new package at the rate of 30 to 35 units per minute on a single Stokes & Smith Tight-Wrapper

This S & S contribution gave Albers Bros. all the advantages they demanded and found only in a tight-wrapped package — automatic production, tightly sealed, nonsifting, weevil-proof, strong and decidedly attractive. Its production cost was decidedly low.

Stokes & Smith Engineers will welcome an opportunity to give you their aid in solving *your* packaging problems. Write to them today.

STOKES & SMITH @

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, Pa.

★ For economy and success, send your packaging problems to S & S

# SEE CONTINENTAL



KNOWLEDGE

Important among Continental's resources are those of knowledge — of experience — accumulated over a quarter-century in packaging assistance to many diversified industries.



RESEARCH

In Laboratories completely equipped with modern facilities, a large staff of highly trained specialists are ready to solve your specific problems.

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& S



DEVELOPMENT

Here you may be shown how a new type of container, or perhaps an improvement on your present one, can help put your product ahead of present-day competition.



DESIGN

A group of Specialists ready to offer suggestions for improving your design or for an attractive new arrangement, in eye-compelling colors.



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Batteries of modern lithographic equipment, manned by craftsmen and aided by superior printing plates made in Continental's own Master Engraving Plants, assure the excellence of your containers.



IT'S BETTER PACKED IN TIN



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THE Continental Representative skilled in "Packaging to Sell," offers the knowledge and experience gained thru many years of helping solve the package problems of many diversified businesses.

He also offers the advantages of Continental's large resources—39 plants strategically located from coast to coast... sales offices in principal cities... completely equipped research and development laboratories... a skilled organization of engineers and designers—all "Partners in the Business," with a deep personal interest in serving you well.

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New York City, N. Y. 100 East 42nd St. Ashland 4-2300

Omaha, Neb. 8th and Dodge Streets

> St. Louis, Mo. P. O. Box 1242 Bridge 3550

San Francisco, Calif. 155 Montgomery St. Garfield 7890

Syracuse, N. Y. 1016 East Water St. Syracuse 2-2341

Wheeling, W. Va. Hazlett Ave. & 8th St

#### CONTINENTAL CAN COMPANY, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

"It's Better Packed in Tin"

# SPECIALISTS INTHEART OF Package Design

ERE is a group of experienced artists...each with a keen sense of the sales value involved in good design...each with a demonstrated skill in the creation of distinctive packages...prepared to focus their combined skill and resource-fulness on the problems and opportunities in the packaging of your product. Our approach to those problems and our method of operation are practical and business-like. Our charges bear a direct and reasonable relation to the actual work involved.

Let us give you our analysis, without obligation. Send us your present package—or information regarding new product requirements—and we will submit our suggestions and recommendations. Thus, without risk to you, we are prepared to give evidence of our ability to serve you effectively. We suggest you write today.

ADVERTISING	ARTISTS,	Inc.
303 PYTHIAN BUILDING	SOUTH BEND,	INDIANA

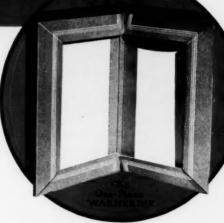
# WARNERCRAFT

THE FINEST WORD IN PACKAGING



WE MAKE BOTH KINDS

Set-Up Boxes & Folding Boxes



FANCY SET UP

FOLDING BOXES

MOLDED BOXES

ARTISTS &
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OMPLETE, up-to-date facilities for the creation and production of both set-up and folding boxes enable us to give unbiased recommendations as to the most effective method of packaging your product regardless of the type of box you require.

Whether you need inexpensive folding boxes like the popular onepiece Warnerpak,—or elaborate and impressive set-up boxes with hinged covers and silk or velvet lining—we have the organization and equipment for producing them quickly and economically.

May we send a representative to help you with your packaging problem?

THE WARNER BROTHERS CO.

BRIDGEPORT

CONN.

New York Office: 200 Madison Ave.



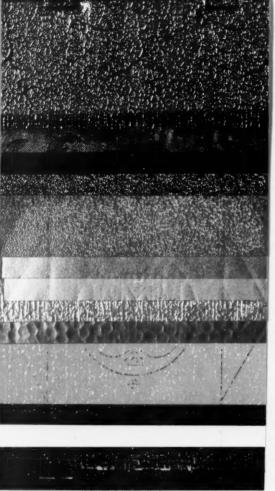
### follow good RESULTS. Judgment

COLORS and PATTERNS

Gold Vein Blue Textile Copper Brocade Red Hammered Green Stipple

Copper Stipple Gold Smooth Smooth Silver Lavender Textile Gunmetal Hammered

Light Green Textile Dark Blue Textile Ivory Smooth Textile Red Black Textile



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Stocked smooth in 26 inch rolls. Can be embossed any pattern. Sheets cut to any length desired, by 26 inches wide. Special weights and colors in making quantities.

#### METALOID

Stocked smooth in 26 inch rolls, in eleven colors, including gold and silver. Can be embossed any pattern. Sheets cut to any length desired, by 26 inches wide. Special weights and colors in making quan-

#### LACQUER KOTE KOLORS Patent Leather Finish

Stocked smooth in 26 inch rolls. Can be embossed any pattern. Sheets cut to any length desired, by 26 inches wide. Special weights and colors in making quantities.

Beveridge = Marvellum

#### COATED PAPERS PYROXYLIN

. . . have proven their value by producing packages of unusual attractiveness. These new creations offer rich full colors . . . the flashing brilliance of metal leaf . . . finishes that give depth and uniqueness to the finished package ... moisture proof protection.

All Beveridge Marvellum Pyroxylin Coated Papers are NEW. They are:

- Waterproof Rubproof Dustless
  - Non Curling Fast to Light

Sample Sheets for experimental purposes gladly furnished upon request.

#### THE BEVERIDGE-MARVELLUM CO.

HOLYOKE, MASSACHUSETTS

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Blake, Moffitt & Towne Francisco and Los Angeles, Calif.

Nassau Paper Co. St. Paul, Minn.

A. Hartung & Co.

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#### KRAUSE

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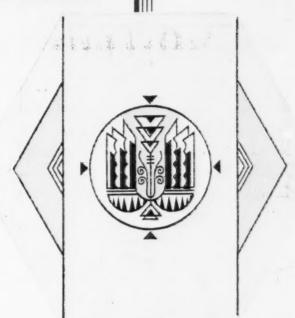
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LABEL

THAT IS GOING PLACES AND DOING THINGS!



Once more the buyer begins to discriminate. It is quality as always that will attract. Hence, our offer to submit specially drawn sketches for your products—later complete printed and embossed samples of high class workmanship.

RICHARD M. KRAUSE INC. 52 E. 19th ST. - - NEW YORK

Fine Printing for the Perfumery Trade





# CROWN ONE-PIECE Vacuum SCREW CAP

This liner is entirely different from ordinary rubber compounds. It contains a special lubricating material which constantly flows to the surface and prevents the liner from sticking to glass, even when subject to sterilizing temperatures.



DON'T think that all one piece vacuum caps are alike. They're not. The Crown One Piece Vacuum Screw Cap has two important features that make it distinctly different—and better.

Both features are patented. They are not to be found in any other cap. And both work together to provide better sealing, easy removal and perfect resealing for many types of products, regardless of the packing methods used or whether the product is sterilized after sealing.

Write today for samples and prices of this remarkable vacuum cap. Or, better still, let a C. C. & S. representative explain how and why it will give you better sealing and greater economy in the packaging of your product.

#### Especially SUITED FOR

CATSUP
CHILI SAUCE
SYRUP
OLIVES
PICKLES
JAM
JELLY
PRESERVES
MINCE MEAT
APPLE BUTTER



DEFFECTIVE SEALING DESCRIPTION DEASY REMOVAL DESCRIPTION DESCRIPTIONS DEPENDABLE SUPPLY DESCRIPTIONS DEPENDABLE SUPPLY DESCRIPTION WIDE SERVICE

TO OBTAIN THE RIGHT

CROWN CORK & SEAL CO-Baltimore Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



It's all in the CAP













# Why should luse SEFTON CANS?

U SE Sefton Cans because they will package your product economically; use Sefton Cans because they dress your product attractively; use Sefton Cans because they move your product off the dealers' shelves.

#### How will I use Sefton Cans?

Perhaps you have a special packaging problem; a product that's different; a label difficult of application. Sefton packaging engineers will work out the most practical container for your particular purpose.

#### How much do Sefton Cans cost?

Sefton Cans have often saved manufacturers from 10% to 50% on their packaging costs.

#### Where can I learn more about Sefton Cans—quickly?

Just phone the Sefton representative in your town. You'll find him listed in the business section of your phone directory. He'll be glad to give you all the information you will need.

SEFTON NATIONAL FIBRE CAN CO. 3215 BIG BEND ROAD, MAPLEWOOD, ST. LOUIS, MO.

Fibre
Bodies
with
Fibre or
Metal
Ends





# **Told in Glass**

The story of a New Era of HEALTH, COMFORT and CONVENIENCE







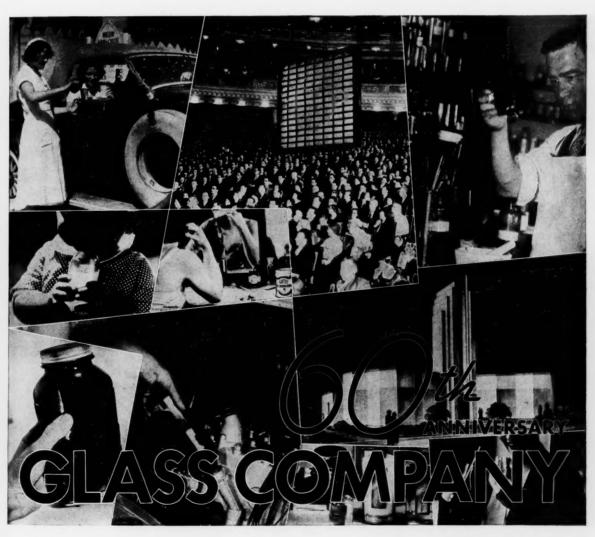
● Into glass go hundreds of additional products every year ... With ever-increasing momentum we are speeding into an age where glass is more and more one of our expected and accepted utilities. Woven into life—its pleasures and relaxation, its home routine and emergencies, its social events, travel, work and rest—from infancy to old age—are the products that come in GLASS.

Modern processes have brought glass out of the luxury class. The Sixtieth Anniversary of the Owens-Illinois Glass Company represents 60 years of service by thousands of employees whose labor and thought have contributed to this achievement. Backing foresight with courage, Owens-Illinois, at 60 years is striving, as always, to

lead the way to new and greater comforts of living.

Technical progress has made possible the widespread distribution of highest quality foods and drinks and a vast variety of other necessities and luxuries in convenient, sanitary glass containers. "Dustop" glasswool air-filters have provided the means of securing clean, healthful air in homes and buildings at minimum cost. In the building field we have contributed a superior insulation of glass wool and provided a new, colorful building material in the glass block.

From 60 years of hard work in the interest of our customers and the public we have earned the privilege of rendering an ever-increasing service to a nation whose happiness, health and accomplishments depend so much upon GLASS.



# RETURNING PROSPERITY RECOGNIZES NEW STANDARDS DOES YOUR PACKAGE

-ONS -DWAN ZWEDWD **WEET THESE** STANDARDS

Submit your present Package - Label - Carton or Wrapper for FREE unbiased analysis and suggestions

- No Obligation -

#### ENGRAVING COMPANY



LDEAS

KALAMAZOO, MICHIGAN



T is indeed a serious indictment of American business when our political representatives have to lay aside their routine legislative duties to induce industry to stop its heedless and head-long rush into oblivion. During the past four years we have become moral bankrupts with a large percent going the whole route to financial insolvency. Millions of people are unemployed and additional millions are working long hours for ridiculously low wages insuffi-

cient to keep body and soul

together.

Undoubtedly one of the main contributing factors to this deplorable condition is the so-called CHISELER! This word mildly characterizes these insidious sappers of American standards.

The natural deflation that always follows a boom where the basis of "buying" has been a wild and unreasoning extension of credit, could easily have been met by reputable concerns, but

they have been helpless in combating the chiseler.

There are employers who, all through the depression, have shown a splendid spirit and have kept an honorable record. They have been solicitous for the welfare of their employees and as generous in dealing with them as circumstances (the chiselers) would permit. They have considered the situation nationally and have fought through hard days to keep employees on the payrolls and to maintain those payrolls.

The entrance of newcomers in established fields has been on the erroneous theory that "the grass is always greener in the next pasture"

and they have wantonly disregarded the salient fact that all lines of endeavor were being satisfactorily and adequately serviced by the old concerns. In many cases, greed, and the determination to cash in on the other fellow's efforts, have prompted their actions. Their only sales appeal has been an imitated article and a false price list with a pair of sharp scissors attached. In too many instances they have succeeded in prostituting standard articles while manifesting a deter-

> mination to ruin themselves and destroy whatever field they in-

vaded.

Patronizing these Public Enemies has in no small measure resulted in our present deplorable economic condition. A penny saved (?) in buying has resulted in a dollar lost in selling. Labor has borne the brunt of all losses and it is inevitable that it be passed on to employers in even greater volume to complete the vicious cycle.

Now, Mr. Buyer, it is up to you! No man is sufficient unto himself. Whether or not you choose to recognize the fact, you ARE dependent on the prosperity of your fellow man and his ability to buy YOUR product

Investigate your sources of supply. Insist that they pay at least a living wage by conforming to the NRA requirements. Make sure that they are representative of their respective industries and not chiselers that mushroomed into being overnight. If a boycott is the remedy-make the most of it. You have enjoyed (?) four years of economic Hell; you must now decide how much longer you can "take it"!







# WIPE OUT WASTE!

in making boxes - - -



Your code doesn't compel you to squander money—it provides for a fair profit, and fair profits for box-makers are assured by New Jersey Stripping Unit,—Model 40-80.

MODEL 40-80 cuts out paper waste... controls the length of overlap, and uses minimum turn-in and turn-over... permits an operator to earn more on a piece-work basis,—and a plant to turn out far better boxes, and still maintain its established production capacity.

ASK FOR INFORMATION ON MATERIAL SAVINGS OBTAINABLE ON THE

NEW JERSEY BOX-MAKING UNITS.

#### NEW JERSEY MACHINE CORPORATION

WILLOW AVENUE, HOBOKEN, N. J.

Chicago Office-549 West Washington Blvd.

#### These Two BLISS Top Stitchers Will Seal Your Fibre Containers At Lowest Cost

BLISS PORTABLE TOP STITCHER



Sealing a Large Container

HE Bliss Portable Stitcher is designed for sealing containers of large dimensions or exceptional weight that are awkward or impossible to handle on the regular top stitcher. Cases need not be removed from conveyor or handled in any way. Any length of seam can be stitched.

Also useful for sealing tops of mixed sizes of containers that vary in height.

Counterbalanced by suspending spring which supports its weight and permits operator to move stitcher freely in any direction.

Constructed entirely of steel and light alloys. May be plugged into any light socket.

BLISS POWER LIFT TOP STITCHER



Sealing a BLISS Container

HE new Bliss Power Lift Top Stitcher is equipped with power driven work table operated by balanced foot pedal.

A touch of the toe on front of pedal raises table at rate of 12" per second. Depressing back end of pedal lowers table at same rate.

Device actuated by top of container automatically stops table at right position for the blade anvil to be entered under stitching flaps.

Low position of table can be adjusted to level of conveyor line, so that filled boxes can be rolled on stitcher table without lifting.

Operator can handle many more cases per day than by the old method, with less fatigue.

One motor operates stitching mechanism and power lift.

Machine is designed to withstand the hard usage of high speed production.

Ask for further information.

#### DEXTER FOLDER COMPANY 28 West 23rd Street, N. Y.

Boston, Bliss and Latham Wire Stitching and Adhesive Sealing Machines for all types of Fibre Containers

CHICAGO PHILADELPHIA CLEVELAND ST. LOUIS 117 W. Harrison St. 5th and Chestnut Sts. 185 Summer St. 1931 E. 61st St. 2082 Railway Exch. Bldg.

SAN FRANCISCO H. W. Brintwall Co. 51 Clementine St.



d d e e s

r le le

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CO Co. St. FOR A CHRISTMAS BOX

## MODERN FLINT M. C. 531-1

IN THIS BRILLIANT BOX PAPER HAMPDEN HAS CREATED THE SPIRIT OF CHRISTMAS FOR THOSE WHO WANT SOMETHING NEW IN A GIFT BOX COVERING.

SAMPLE SHEETS IN THIS AND OTHER DE-SIGNS ARE AVAILABLE IN RED, BLUE AND GREEN FROM THE MANUFACTURERS - -

HAMPDEN GLAZED PAPER & CARD COMPANY
Holyoke, Massachusetts

THIS smart, colorful ribbon is the only ribbon of its kind made in two and three color effects.

Its brilliant, lustrous colors will result in increased demand for your product . . .

... Enhance the value of any merchandise properly styled and tied.

. . . Catch the eye—both by color and banding.

. . . Change an ordinary package into a gift and holiday item.

Du-Tone Ribbon possesses exceptional strength
—because the borders on both edges are of
three thicknesses. It is also much easier to tie
because of the single thickness center.

A wide variety of color combinations are available—with transparent or colored centers—with self or contrasting borders; and in widths from  $\frac{1}{4}$ " to 2".

Manufacturers packaging any product where a ribbon is used should sample this item and find its advantages.

Write for samples of any color combinations in any widths most suitable for your package.

DECORATE YOUR MERCHANDISE with

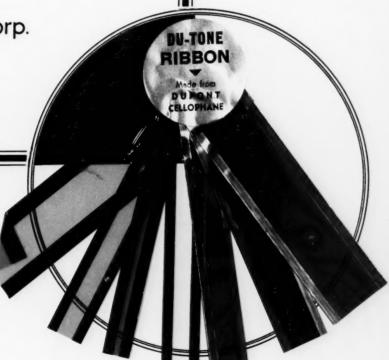
DU-TONE Ribbons

Made of



Du-Tone Ribbon Corp.

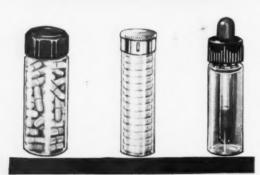
138 West 27th Street New York, N. Y. Phone: Penn. 6-1368



DRUGS
TOILETRIES
PERFUMES
PROPRIETARIES
FOODS
OILS







KIMBLE Glass Vials are playing an increasingly important role toda, in the field of intensive selling. Sampling—the art of reaching out and putting your product in the hands of your potential buyers—is more popular than ever, and is calling for more and more Kimble Vials to meet its demand.

Sampling in Kimble Vials can quickly become your most aggressive and direct form of sales promotion. No other form of container lends itself so ideally to the attractive packaging of products in the drug, pharmaceutical, perfume, proprietary and allied fields. Kimble Vials—automatically machinemade for uniformity, retempered for strength, and artistically closured by many designs and colors of caps—are available in shapes and sizes to meet practically any requirement. Dropper vials, applicator vials, slip-cap or screw cap capsule vials, Re-Seal-It Vials, patent lip vials, and many other types await your command to carry your products to the multitudes, increase dealer and consumer sales, and build up substantial new profits.

Consult with us on your sampling and packaging requirements. Possibly we can point the way to valuable savings and more positive results.

## KIMBLE GLASS COMPANY



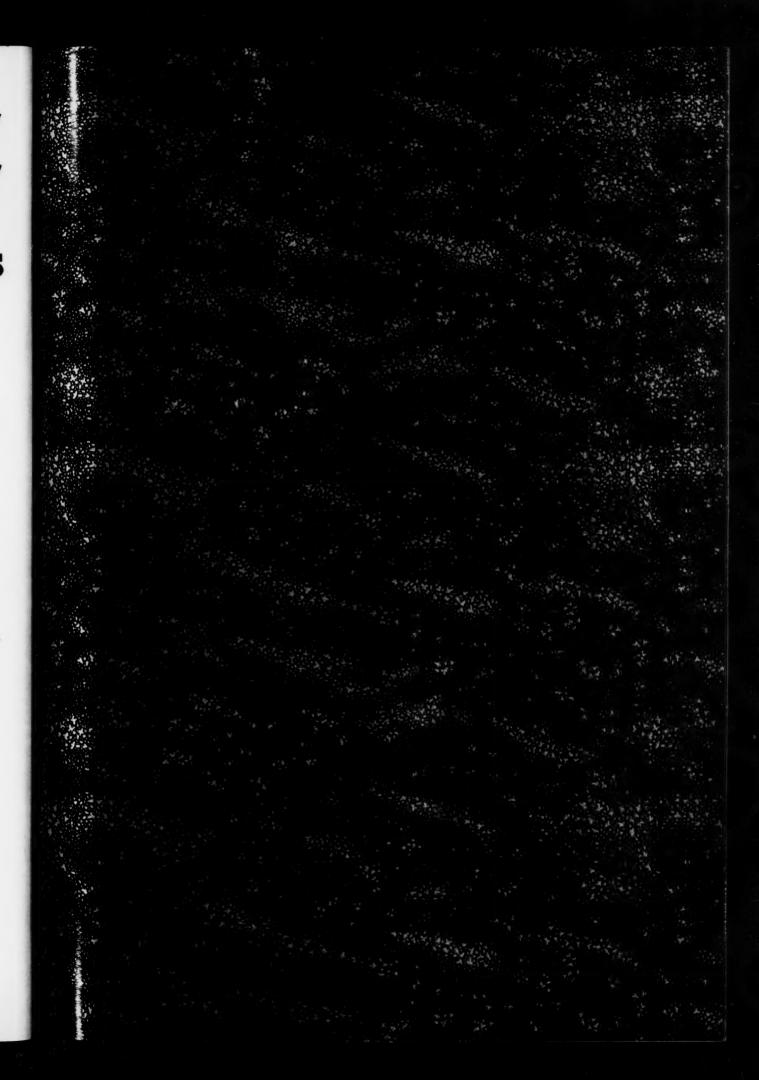
VINELAND, NEW JER

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NEW YORK

CHICAGO • DE

BOSTON



# "Star dust"\_\_\_\_

a gift paper that enhances any gift box.

luminous, sparkling, and in the star brilliant mode, "star dust" is shown in a variety of colors suited to gift\* boxes.

Sample sheets upon request.

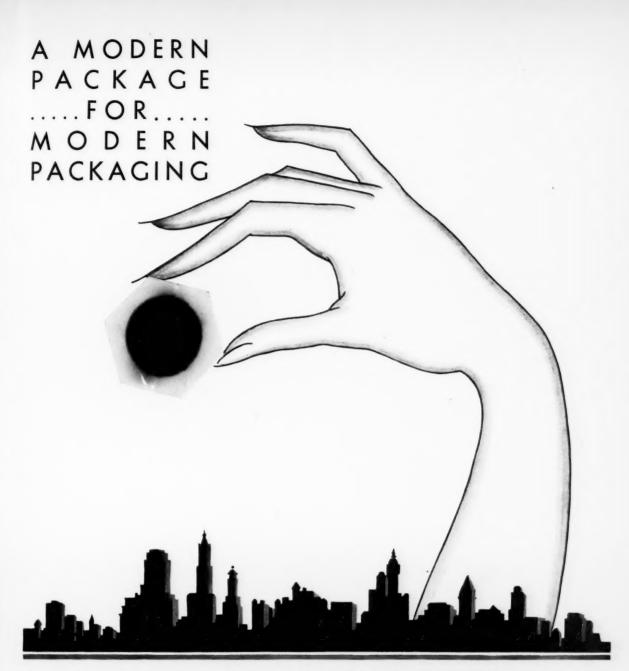
#### LOUIS DEJONGE & COMPANY

**NEW YORK** 

PHILADELPHIA

CHICAGO

<sup>\*</sup>For a large assortment of papers for gift boxes, see Dejonge.



ERE'S a new and ingenious method of packaging products sold in powder form—such as concentrated foods, pharmaceuticals, cosmetics, dyes, etc.—either for sampling purposes or for small unit sales. It is known as the DYKEM TRANSPARENT PACKET.

Hermetically sealing-in the product—it forms an absolutely moisture proof, airproof and grease proof protection, and at the same time has the advantages of perfect visibility and cleanliness.

Remove the accompanying sample packet and see for

yourself how it can give genuine sales appeal to your powdered preparation.

The entire operation of making the packet, filling and sealing, is done in our plant. All you need to do is to send us your product in bulk and we ship you the completed packets ready for distribution.

DYKEM TRANSPARENT PACKETS are inexpensive.

Let us send you full particulars; or better still, send us a small quantity of your product so we can show you how effectively it can be put up in this unique, practical little package.

#### THE DYKEM COMPANY

2301 NORTH ELEVENTH STREET ST. LOUIS, MO.

#### AN OPEN LETTER

#### ADDRESSED TO ONE OR TWO MANUFACTURERS OF PACKAGED GOODS · · ·

You probably recognize that now is your opportunity to participate in a new era of American development - and profit thereby.

For, with the fundamentals of the Roosevelt Recovery program solidly grounded, the way is open in this country for an industrial and social advance far beyond the comprehension of the millions who will witness it.

The rewards, in fact, for forward-looking enterprise in business never were so great as they are today.

For we have left vain hopes and shattered fancies behind us, and now have a sound plan on which to build . . . and achieve.

This plan, however, places a grave and solemn responsibility on industry and business in their services to the consumer.

Not only must the maker and the seller give the consumer honest goods made according to substantial formuli, but they must see to it, as well, that such goods have an unmistakable mark of social decency in every detail of appearance.

Never was there a time when appearance was such an important sales and inspirational factor than it is today. And woe to the manufacturer and merchant who neglect to do their part at a time when the purchasing public demands appearance as one of the inherent qualities in the articles it desires and buys.

Some few business executives already realize to the full the need and value of sound design in the forming and packaging of products, but know not where to turn for competent advice and proven guidance in this comparatively new phase of American industry.

But fortunately, there is now a place where one or two national manufacturers of packaged goods can obtain immediate aid in their packaging problems and a sound solution for them as well.

An industrial artist of national repute, with an impressive record of achievement, now has available the time to study, plan and develop, to the final stage of design, packages in key with today's exacting trends and tomorrow's inevitable prosperity.

The editors of Modern Packaging welcome an opportunity to answer, without bias, any questions regarding the qualifications of this established artist to do his job supremely well.

FOR AN INTERVIEW
ADDRESS, BOX 451, MODERN PACKAGING • 425 FOURTH AVENUE, NEW YORK



EXPLESIVE

ng

R K

## CHAMOIS EMBOSSED

Color-Beauty-Novelty-Economy

United's distinctive new offerings for the future Box Styling are available in eighteen colors and black and white, new and unusual embossing designs, chamois, flint, and mica finishes.

Sample Sheets, also Sample Books showing complete range of Colors and Designs cheerfully sent on request

This is a sample of 663 Chamois Pattern No. 34



THE UNITED MFG. CO. Springfield . . . Massachusetts

Wraps and Heat Seals
30 to 60 Packages
per minute!

O preserve the original freshness of many carton-packaged products, transparent cellulose or waxed wrappers are absolutely essential. But to obtain the full benefit of this excellent protective material, the wrapping operation must be done in such a way as to make what is practically a hermetically sealed package.

The Packomatic Wrapping Machine shown above is being used for wrapping scores of well-known products—sealing in the packages so thoroughly that these products have become famous for their appealing freshness and purity.

The wax coated paper or transparent cellulose is taken from a roll, automatically cut to size and wrapped around the package, forming the longitudinal seam on either side or on bottom of package, as preferred, and depending upon size. Handles one piece cartons or two piece boxes, and is adjustable for packages up to  $6\frac{3}{4}$ " wide by 4" deep by  $11\frac{1}{2}$ " high.

Write for catalog describing this and other Packomatic Machines.



AUTOMATIC MACHINES for all

PACKAGING PURPOSES

Automatic Cartoning machines Semi-automatic Net weighers Semi-automatic Gross weighers Container Sealing machines Can Labeling machines Coupon Inserting machines Special machines and devices Carton Forming machines Carton Sealing machines Automatic Net weight scales Automatic Gross weight scales Automatic Volumetric fillers Automatic Lining machines Wrapping machines

# PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

CLEVELAND

SAN FRANCISCO

# Beauty that Appeals to Women's Eyes!



To women's appraising eyes, trained to line and color, no package is more appealing than a well-designed, lustrous and colorful Resinox-molded container.

Resinox was developed to meet the exacting demands of manufacturers and molders who appreciate the effectiveness of molded articles of the finest quality—uniform and permanent in color—free from blemishes of any kind—and of enduring strength and serviceability.

# RESINOX

is made in a wide range of colors—brilliant hues as well as pastel tints. Your molder will gladly show you samples and tell you more about the advantages of this remarkable molding compound.

#### RESINOX CORPORATION

A SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION AND CORN PRODUCTS REFINING COMPANY

230 PARK AVENUE

NEW YORK CITY



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# What Price RECOVERY?

How and when it can be brought about is a problem now absorbing the interest of the entire nation—financially, industrially, and socially.

The first step in an enormous recovery program is now being undertaken. It involves the organization, under a Government Commission, of the 12 major industries of this country—with a view to increasing employment and raising wages.

As the leader of our industry, we heartily endorse such action. The principles behind it are not new to us. We are proud of having maintained wages at 85% of their peak figures. And at no time in the past four years has the average

number of our employees dropped below that of 1929.

Such a record has been made possible only through the support of our thousands of customers, who believe in a fair price for value received. They have permitted us to maintain fair prices in the face of "cut-throat" competition which exists in every industry, and thereby helped fulfill the obligation of high quality always associated with our MIKAH trade-mark.

We strongly urge all companies, in all lines of business yet unorganized, to institute a firm policy of proper wages and proper selling values. Popular opinion must approve such action—for only in this way can our country emerge from a business chaos unequalled in economic history.

#### NATIONAL ADHESIVES

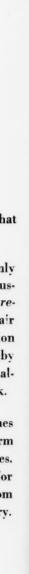
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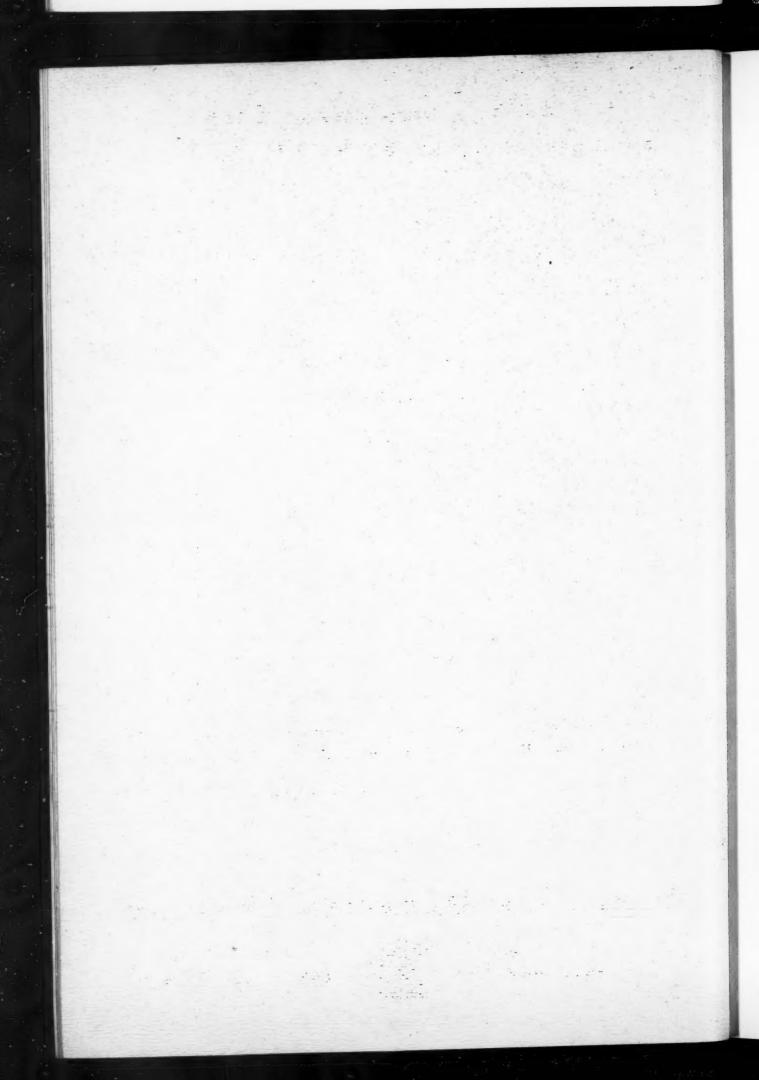
Alexander Slexand



NEW YORK — CHICAGO — BOSTON SAN FRANCISCO — PHILADELPHIA and Other Principal Cities

WORLD'S LARGEST PRODUCER OF ADHESIVES





#### CAMEO LABELS

THE more beautiful the container, the more important it is that the label harmonize with the design of the container, so as to give maximum effectiveness to the package ensemble.

Cameo Labels are designed and produced by craftsmen who know how to achieve this effectiveness in the simplest and most pleasing manner.

Put your label problem up to our designers. They will gladly cooperate and help you to secure the effect you desire.

#### CAMEO DIE CUTTING AND ENGRAVING CO.

140 West 22nd Street

New York

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.



# <sup>☆</sup> We Have Kept the Faith

At last the nation's business...vour business and ours...seems to be turning the proverbial corner. Before us lies an era of strict price stabilization ... of competition based on quality, service and business integrity. \* There are two hundred and thirty lines of paper made at the Riegel Mills. During the past three years we have constantly met price competition on these lines . . . but we have done more than that...we have kept the faith. In this trying period, not a single Riegel Paper has been lowered in quality in any way. This has been our policy through 67 years of constant progress in paper-making. It continues as our policy today when price stabilization makes possible your confident choice of a Riegel Paper without a moment of hesitation.

#### RIEGEL PAPER CORPORATION

342 MADISON AVENUE, NEW YORK 111 W. WASHINGTON ST., CHICAGO



MILLS IN NEW JERSEY AT RIEGELSVILLE AND MILFORD

#### ENTRY BLANK

(No Entry Fee Requir

#### THE 1933 ALL-AMERICA TWELVE

MODERN PACKAGING We are sending you { by express by perpaid, a package of 425 Fourth Ave., New York ... to be entered in the "1933 All-America Twelve" competition. Name and address of product manufacturer using package Name and address of designer of package Manufacturers (of package materials) contributing to any part of package assembly. Manufacturers of machines or equipmentalling, sealing, labeling, etc., of package Supply additional Address emation on re-

#### IMPORTANT

Please indicate with a check mark the container group in which you wish the package to be entered:

- Set-up paper boson
- Metal came
- Collapsible tubes
  Molded plastics
  Wrappings
  Fibre case

- Displays
  Regn end cavelepes
  Family group
  Miscellaneous

In the judging of the competition, caps, closures, labels, scale, ties, ribbons, etc., will be considered as integral parts of the various packages in each of the groups, as above.

All entries must be confined to those peckages or display units (display containers with accompanying packages) which have

Any number of different packages may to submitted by the

Contest closes Jan. 6, 1934. There is no entry fee, but it is understood that all packages will remain the property of Monzak PACKAGING to be placed in the permanent exhibit of packages maintained at its offices, 425 Fourth Ave., New York City.

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#### THE 11933 ALL-AMERICA TWELV SON BACK AGING F

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### MODERN PACKAGING

VOLUME (

NUMBER 12
 AUGUST • 1933



N response to requests for opinions regarding the 1932 All-America Twelve, Modern PACKAGING has received many helpful suggestions, most of which are now included in the rules and conditions which will govern the second annual competition held under its sponsorship-The 1933 All-America Twelve. It was pointed out in an editorial which appeared in the February, 1933, issue of MODERN PACKAGING: "The experiences encountered in this (1932) competition are valuable in that they form the ground-work for the conduct of similar comparisons in the future. In our encouragement of these, we hope to be guided, as in the past, by the opinions of those who regard packaging as a truly serious undertaking and worthy of none but the best and most sincere effort."

Quoting also from a previous issue (January, 1933), it was stated: "The competition is not intended as an attempt to glorify packages nor does it aim to establish a superiority of one package over another or seek to place any of the suppliers thereof in a position of undue prominence. On the contrary, it represents an earnest and sincere gesture to formulate a basis whereby the user of packages can determine a measure of what constitutes the successful package, taking into account every condition in its proper order of importance. Ac-

complishing this will aid in the approach toward a better understanding as to why certain packages fail 'to make the grade' while others receive favorable and immediate recognition."

In undertaking the sponsorship of the 1933 All-America Twelve, Modern Packaging fully appreciates its responsibility to the field it is privileged to serve. The rules governing the contest have been adopted only after careful study and consultation with those best fitted to determine such regulations. The selected judges have been chosen because of their ability and experience in certain endeavors that have direct bearing on the several phases of package or packaging work. Last year's committee included six members; this year an additional member has been added. These are as follows: Katharine Fisher, consumers; William M. Bristol, production; Traver Smith, sales; Burt Vaughn Flannery, advertising; Egmont Arens, design; Grover C. Brodhead, retailing, and Charles Austin Bates, merchandising.

Details of the competition are given on the following pages, and an entry blank is included with this issue. It is expected that the number of packages submitted this year will greatly exceed those of last year, so that MODERN PACKAGING urges an early response from those who contemplate entering the competition.

# INTRODUCING THE<sup>JU</sup>AL

WILLIAM M. BRISTOL, JR., needs little introduction to readers of Modern Packaging. Vice-President in charge of production for the Bristol-Myers Company, he has been responsible for the introduction of many packaging methods that have become accepted practice. Mr. Bristol served as one of the judges on the 1932 All-America Twelve.



KATHARINE FISHER was also one of the 1932 All-America judges and is recognized as one of the foremost authorities on consumer packages. As Director of Good Housekeeping Institute, Miss Fisher is in constant touch with the newer developments and requirements in the packaging of foods, household appliances and other consumer goods.



TRAVER SMITH, Vice-President of Standard Brands, Incorporated, entered the employ of the Fleischmann Company in 1919. From the shipping department he successively progressed through the sales and sales promotion departments, then became advertising manager and, upon the organization of the present company, was placed in charge of the Chase & Sanborn division of Standard Brands, Incorporated.



BURT VAUGHN FLANNERY is Vice-President in Charge of Design, Young & Rubicam, Inc., and under his supervision are designed all advertisements, posters, displays and packages prepared by his agency. As an ad-



WILLIAM M. BRISTOL, JR.



KATHARINE FISHER TRAVER SMITH VAUGHN FLANNERY





#### HEJUDGES FOR THE 1933 ALL AMERICA TWELVE

vertising designer, Mr. Flannery has been responsible for the physical appearance of advertisements on such accounts as Bordens, Colgate, Fels Naptha, General Foods, Parke-Davis, Kellogg, etc.

+

EGMONT ARENS, Director of Industrial Styling at Calkins & Holden, besides being responsible for many package designs of outstanding merit, has written extensively on packaging, industrial styling and the like. While his career included a range of diverse occupations from horse raising to newspaper work, he is today recognized as one of the foremost authorities on modern industrial design.



GROVER C. BRODHEAD has been employed with John Wanamaker, New York, since 1912. Until 1926 he was connected with the Accounting Department of that company, and since that time has been in charge of the Packing, Wrapping and Cashiering Sections. Mr. Brodhead serves on the 1933 All-America committee as representing the retail group.



CHARLES AUSTIN BATES, in 1898, organized the first "service" advertising agency, the first copy, art and direct-mail departments, also the first agency to prepare detailed written plans for advertisers and was the first to charge fees for such work. He is at present the head of Charles Austin Bates, Inc., and the intervening years show a brilliant record in advertising and merchandising.





EGMONT ARENS



GROVER C. BRODHEAD

CHARLES AUSTIN BATES

#### AND HERE ARE THE RULES OF THE CONTEST

NTRIES to the All-America Twelve must be confined to those packages or display units (display containers with accompanying packages) which have been placed on the market during the year 1933. Any number of different packages may be submitted to the competition by the following:

(A) Manufacturing Companies making use of such packages;

(B) Material Manufacturing Companies who have furnished any component part of such packages;

(C) Machinery Manufacturing Companies who have furnished equipment for the assembly of such packages, and

(D) Package Designers or Organizations responsible for the submitted designs.

The competition closes Jan. 6, 1934. There is no entry fee but it is understood that all packages submitted will remain the property of Modern Packaging and be placed for exhibition in the PERMANENT PACKAGING EXHIBIT at 425 Fourth Ave., New York.

Packages should be sent by express or parcel post, prepaid, together with an official entry blank properly filled out for each package, to All-America Twelve, care of Modern Packaging, 425 Fourth Ave., New York. Acknowledgement of each package, as it is received, will be made.

N FILLING out the entry blank, please see that all information required is given, and, if additional data seems desirable, this may be supplied, using the reverse side of the entry blank. Should additional blanks be required, these may be had on application. Each package, however, must be accompanied by its individual entry blank. The following information is essential: (1) Name and address of product manufacturer using the package; (2) name and address of the designer of the package; (3) list of manufacturers of package materials used in the assembly of the packages; (4) list of manufacturers of machines or equipment used in the filling, sealing, labeling, cartoning, etc., of the package. The entry should be signed by the representative of the company or the individual submitting the package, and the date of submission should be given.

The groups comprising the All-America Twelve consist of the following: Cartons, Set-Up Paper Boxes, Bottles and Jars, Metal Cans, Collapsible Tubes, Molded Plastics; Wrappings; Fibre Cans; Displays; Bags and Envelopes, Family Group, and Miscellaneous. Each of these groups will be judged separately, and the package receiving the highest marking of the group will be tendered the award for that group. In the judging of the competition, caps, closures, labels, seals, ties, ribbons, etc., will be considered

as integral parts of the various packages in each of the above groups. Entrants are requested to indicate on the blank the container group in which they wish the submitted package to be entered.

The judging of the packages will take place immediately after the closing of the competition and the awards will be made in March, 1934, concurrent with the Annual Packaging Conference and Exhibition. A silver loving cup, suitably inscribed, will be presented to the winner in each of the twelve groups, and Certificates of Award will be given to the designers of these packages as well as to the suppliers of materials and suppliers of equipment used in their assembly. The All-America Twelve packages and all entries in the 1934 competition will be on display in the Permanent Packaging Exhibit, 425 Fourth Ave., New York, from Feb. 1, 1934, until April 1, 1934.

In the judging of the packages, consideration will be given to the following points:

#### 1. Appearance

- (a) Design Balance or Harmony
- (b) Size
- (c) Shape
- (d) Typography
- (e) Illustration
- (f) Color
- (g) Style
- (h) Originality
- (i) Appeal

#### 2. Sales Value

- (a) Display Value at Point of Sale
- (b) Convenience
- (c) Advertising Value
- (d) Re-Use Value

#### 3. Construction Value

- (a) Protectability
- (b) Suitability for Product
- (c) Adaptability to Production

These points, proportionately rated, will constitute a basis of marking or rating for the submitted packages, the grade of each package being determined by the judges as the relative approach to a hypothetical perfect score. In the event of a tie score on any packages having the highest total in any one group, the judges will make selection of the winning package.

be had by addressing The All-America Twelve, care of Modern Packaging, 425 Fourth Ave., New York. Commencing with the date of publication of this issue, entries may be made up to and including Jan. 6, 1934.

NEW IN DECORATIVE TYING RIBBONS

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ANKIND has always been susceptible to the influence of lustre and color. In the earliest days bright bits of glass and highly colored beads and shells formed the center of man's decorative scheme. Progressively we have learned to use this basic psychological truth as a part of the designing of modern packages.

Associated with the earliest and simplest form of packages were wrappers of various sorts, which required tying with string, cord or some such other material. Today brightly colored and particularly lustrous tying materials are one of the most important parts of a successfully planned package. Many large manufacturers recognize the fact that well and attractively tied packages have an unusual eye-appeal, and in consequence make towards better sale and acceptance of their products.

The most recent addition to the list of materials used as tying ribbons is the new transparent cellulose ribbon. This new ribbon offers many advantages, among which may be mentioned the following: Strong, lustrous, fast color, non-frayable, impervious to dirt or grease and dust-proof. It is easy to tie and economical to use. Its sparkling lustre and rich colors add an unusual decorative quality to all packaged merchandise. Likewise the transparency obtained in such ribbons is of particular advantage

in that none of the package is

hidden-a decided asset in the

by N. J. Stranss

case of food products, where the consumer is eager to see as much as possible of the item purchased.

An attractive line of these decorative tying ribbons is manufactured by Freydberg Bros., Inc., who operate under a license granted by the Du Pont Cellophane Co., the patentee on this type of ribbon. Known as Cello Ribbon, the line comprises a great variety of patterns, designs and different types, all of which are made of Cellophane. Besides the plain folded ribbon, there is also an aluminum foil inserted type known as Cello Foil ribbon, which has all the lustre of metal, but unlike metal it will not tarnish.

As a further development, Freydberg Bros. has recently announced a printed Cello Ad ribbon which may be had either with or without a foil insert. The Cello Ad ribbon offers an unusual decorative tie and also a means of identification, as may be seen from the samples attached. The possibilities of this new ribbon may be extended to include the use of trade mark, slogan or insigna and thus serve as a valuable advertising aid. These ribbons, as well as all of the other types, are obtainable in thirteen colors and in a variety of widths varying from 3/16 in. to 1 in.

> Here, indeed, is an important contribution to the fast-growing list of packaging materials, and one which successfully fulfills the requirement that a package must produce sales for the prod-

uct it contains.

#### AND HERE ARE THE RULES OF THE CONTEST

NTRIES to the All-America Twelve must be confined to those packages or display units (display containers with accompanying packages) which have been placed on the market during the year 1933. Any number of different packages may be submitted to the competition by the following:

(A) Manufacturing Companies making use of such packages;

(B) Material Manufacturing Companies who have furnished any component part of such packages;

(C) Machinery Manufacturing Companies who have furnished equipment for the assembly of such packages, and (D) Package Designers or Organizations responsible for the submitted designs.

The competition closes Jan. 6, 1934. There is no entry fee but it is understood that all packages submitted will remain the property of MODERN PACKAGING and be placed for exhibition in the PERMANENT PACKAGING EXHIBIT at 425 Fourth Ave., New York.

Packages should be sent by express or parcel post, prepaid, together with an official entry blank properly filled out for each package, to All-America Twelve, care of Modern Packaging, 425 Fourth Ave., New York. Acknowledgement of each package, as it is received, will be made.

N FILLING out the entry blank, please see that all information required is given, and, if additional data seems desirable, this may be supplied, using the reverse side of the entry blank. Should additional blanks be required, these may be had on application. Each package, however, must be accompanied by its individual entry blank. The following information is essential: (1) Name and address of product manufacturer using the package; (2) name and address of the designer of the package; (3) list of manufacturers of package materials used in the assembly of the packages; (4) list of manufacturers of machines or equipment used in the filling, sealing, labeling, cartoning, etc., of the package. The entry should be signed by the representative of the company or the individual submitting the package, and the date of submission should be given.

THE groups comprising the All-America Twelve consist of the following: Cartons, Set-Up Paper Boxes, Bottles and Jars, Metal Cans, Collapsible Tubes, Molded Plastics; Wrappings; Fibre Cans; Displays; Bags and Envelopes, Family Group, and Miscellaneous. Each of these groups will be judged separately, and the package receiving the highest marking of the group will be tendered the award for that group. In the judging of the competition, caps, closures, labels, seals, ties, ribbons, etc., will be considered

as integral parts of the various packages in each of the above groups. Entrants are requested to indicate on the blank the container group in which they wish the submitted package to be entered.

The judging of the packages will take place immediately after the closing of the competition and the awards will be made in March, 1934, concurrent with the Annual Packaging Conference and Exhibition. A silver loving cup, suitably inscribed, will be presented to the winner in each of the twelve groups, and Certificates of Award will be given to the designers of these packages as well as to the suppliers of materials and suppliers of equipment used in their assembly. The All-America Twelve packages and all entries in the 1934 competition will be on display in the Permanent Packaging Exhibit, 425 Fourth Ave., New York, from Feb. 1, 1934, until April 1, 1934.

In the judging of the packages, consideration will be given to the following points:

#### 1. Appearance

- (a) Design Balance or Harmony
- (b) Size
- (c) Shape
- (d) Typography
- (e) Illustration
- (f) Color
- (g) Style
- (h) Originality
- (i) Appeal

#### 2. Sales Value

- (a) Display Value at Point of Sale
- (b) Convenience
- (c) Advertising Value
- (d) Re-Use Value

#### 3. Construction Value

- (a) Protectability
- (b) Suitability for Product
- (c) Adaptability to Production

These points, proportionately rated, will constitute a basis of marking or rating for the submitted packages, the grade of each package being determined by the judges as the relative approach to a hypothetical perfect score. In the event of a tie score on any packages having the highest total in any one group, the judges will make selection of the winning package.

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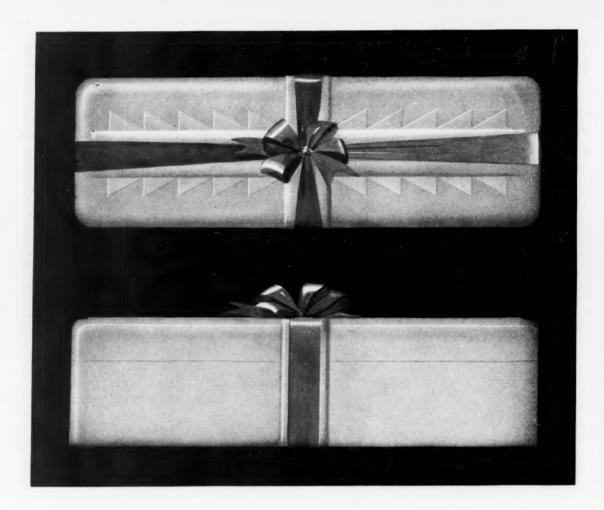
by N. J. Strauss

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#### SALES STRATEGY IN NEW MOLDED DESIGNS

by D. E. A. Charlton

HAT which is new seldom fails to intrigue. To the novel, then, add simplicity, durability, utility, and one attains a continuity of interest that is indeed favorable to assured success. Such a recipe or plan may not include all of the requirements of an "accepted" package because, as is well known, each package presents its own problems and considerations, and must take into account those elements of design and production which are adaptable to the product it is to contain. As yet there has been developed no "rule of thumb" by which packages may be successfully designed, and while, in the main, package designers agree that certain principles are essential, the interpretation, proportional rating and application of those principles still remain a question of individual expression. Quite fortunately so, too, for without the originality which has been evidenced since package design received recog-

nition in the field of industrial art, there would have been far less opportunity for the package to demonstrate its ability as an impetus to the sales of merchandise.

Claiming, as it has, the attention of outstanding designers, many of whom have won distinction in other fields of endeavor, the package now bids fair to become an arbiter of designs rather than a follower of them. One of the reasons for this is the fact that today the package designer has at his disposal a wide range of workable materials from which he may make the selection that is most suitable to the product for which he is creating a package. Besides this advantage, the designer also may avail himself of several sources of information that bear directly on sales influences and provide a helpful background for the development of the particular package design.

Primarily, of course, the package has but one func-

tion—namely, to sell the goods it contains. This is the objective sought by the product manufacturer, and while he may be temporarily pleased with a design that is, let us say, flattering to himself or his company, unless that package expresses itself in satisfactory figures on the quarterly, semi-annual or yearly report, its existence is short lived. The package must, above all, create the desire, on the part of the consumer, to buy.

A healthy sign, which has been evident in the design and construction of packages within the past few years, is the breaking away from certain established ideas regarding sizes, shapes, materials and other forms of package expression. While in certain groups of industries, for reasons of economy and other conditions, a "standardization" of packages exists, and probably will continue to do so, individual concerns have found it profitable to make deviations from such a course. The best example of this is to be found in those packages which incorporate the "re-use" idea, and in so doing promote an additional buying urge for the product so contained.

There has been, and quite recently, some discussion regarding the classification of the re-use container as a "premium" but this opinion is not, according to the best advices possible, generally held. To quote an authority in this connection, "The basic function of every container is that of a receptacle and a carrier for its contents. If the vehicle of distribution is given a pleasing or decorative appearance, such glorification is essentially incidental or supplementary to the main tasks of convenience and storage. It would be about as sensible to penalize a packer for employing an art package as it would be to impose an extra tax upon a home owner because he painted his dwelling." But perhaps a better answer to the above objection is the fact that the buying public is decidedly "re-use package conscious," as evidenced by the volume of sales credited to such packages.

As an exemplification of the several points made in the foregoing paragraphs, these pages show two entirely new designs that offer extensive possibilities.

Here we have color, first of all, pleasing, effective and applied in such a way as to bespeak quality for the merchandise contained in each package. The colors shown or, for that matter, a range of other shades may be expressed in the molded material used for—and perhaps you have already guessed it—the designs have been created with just that purpose.

The shapes of the boxes may be regarded as quite ordinary—if one is inclined to be critical—but such a monotony is gracefully relieved with simple motif de-

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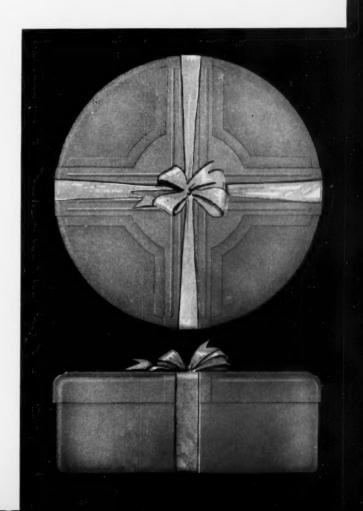
The illustrations reproduced on these pages are from designs created by Van Doren & Rideout for Toledo Synthetic Products, Inc. The designs are fully protected and are intended for use only with Plaskon as the molding material.

signs that add a desirable touch of beauty and distinction—a transformation which changes the commonplace into the original and, hence, the most desirable.

Utility is another feature which is immediately recognizable, for the observer sees in each package a convenient and durable container—one which will adequately protect its original contents or those which may be afterwards placed in it.

Each package while possessing a distinct personality of its own also combines those essentials which are necessary for sales. As to their application, one does not need a great deal of imagination to conceive of such boxes being used for fruit-cake, confectionery, perfumery, cosmetics or a number of other products which, so packaged, will immediately be given recognition as quality merchandise. Their display value is unmistakable and continuous; they will attract, in the store, because of their unusualness and charm, and in the home they will serve as as effective reminder of the original product.

The designs are likewise impressive in that they demonstrate the ability and workability of molded materials for packages that express dignity and quality. Each illustration is a perfect reproduction, in color and surfaces, of the material as it would appear in the actual containers. If desirable, other colors may be used, for a wide range is offered in the urea-formaldehyde compounds.



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GIFT AND HOLIDAY STATIONERY PACKAGES

The stationery packages shown on these pages offer new thought in color, shape and convenience. Several are planned for reuse purposes—all are styled to meet the present-day urge for distinctiveness.

ANDSOME is as handsome does" may be considered as quite applicable to the packaging which one finds among the better type of social stationery offered today. Not only is there a display of original and distinctive designs in boxes to be had but, among many, it is quite apparent that these designs are purposeful and represent a planning that gives careful consideration to the taste and selectiveness of the consumer. Purchased principally by women, it is obvious that boxes of stationery should reflect those things which appeal to women—quality, charm, exclusiveness and the like.

The holiday season is particularly propitious for the launching of new stationery packages, due to their demand as gift items, although it is not to be inferred that this condition is seasonal. The illustrations presented herewith show a few of the new numbers which have been selected from the holiday lines of well known stationery manufacturers. In each case the packages are indicative of the quality of their contents. While it is not possible to point out all of the features incorporated in each package, a brief review of some of these will be of interest.

It is to be noted that most of the packages shown



The group above and that at the right are selections made from a very complete line furnished by White & Wyck-off Manufacturing Company and include an interesting range of social stationery as well as containers for that merchandise. This company maintains its own box-making and printing departments

carry no designation; the manufacturer's name may appear, but where such is the case the name is quite inconspicuous. Box coverings, edgings and linings and other auxiliary trimmings are so selected and used as to effect complete harmony with the contents. These materials are exquisite in design and coloring and include velours, metallics, over all prints and figures—a range that is seldom found to be used in the other industries that package in paper boxes. There is, somehow, a "correctness" in the assembly of the boxes which makes for extreme good taste.

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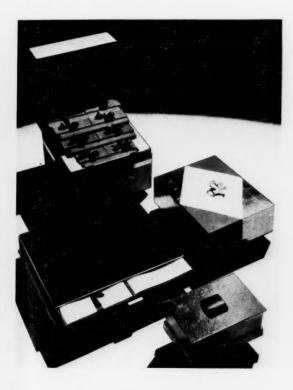
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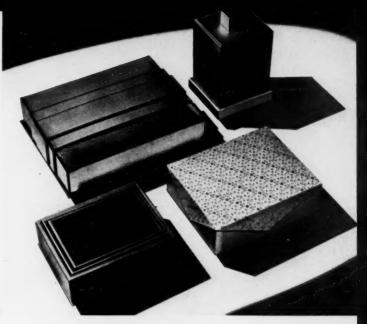
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Certain distinct styles are evident, ranging from the popular telescope style to the cabinet type, as well as those having bevelled edges, extension bases, removable trays, partitions and tricky ways of opening. In this respect, there is a decided breaking away from certain standardized forms which characterized most of the stationery boxes used in the past. Then, too, we find certain novelty packages, such as the handbag box which can be conveniently carried in a folded position, and opens, portfolio-like when one wishes to make use of it. And the convenient desk type box which is held together by a glove-type button fastener, and when opened becomes an upright two-pocket desk receptacle.

Incorporating re-use features, we find an admirable box, covered with metallic paper, which can be washed or polished, that serves well as a cigarette container after it has been emptied of stationery. Another one provides compartments that furnish ample space for gloves, handkerchiefs and jewelry later on. In fact, all of the boxes shown are such as to appeal to after use, and will remain in service long after the original contents have been used up.





Above: The holiday line of the Eaton Paper Corporation this year consists of slightly over a hundred items which are grouped in various price ranges. Selections are shown in the illustration above and at the lower left of the page. Pleasant to look at, every one of these boxes, and it may be expected that they will be put to useful purpose after the contents have been consumed



The four boxes shown below represent a choice selection of holiday items from the Kalamazoo Stationery Company. The charm of these boxes is even more evident in the actual samples, for the colors of the various cover papers used furnish an exquisite setting and are in keeping with the distinction and exclusiveness of the packages



#### CHARACTER IN DESIGN FOR THE PACKAGE FAMILY

### by L. W. Gillerup



Note extreme simplicity of design elements in Swiss Kriss package. The Correcol canister shows have easly motif is adapted



Santay group forms a colorful array of cans. Background colors are pastel shades of tan, strawberry, buff and light blue. Nameplate panel offers contrast for ready legibility

RARER thing than a day in June, perhaps, is the opportunity to study a line of packages which have been completely redesigned. This doesn't mean a group merely adapted to certain requirements with an eye to retaining various "musts." Nothing so usual as that but, instead, the classic results when the bars are lowered completely for a competent designer working with the close cooperation of an understanding advertising agent and his mechanical production staff. Such a situation is obviously the artist's dream. Yet experience indicates that, for all the appeal of such circumstances, they do not always lead to a successful denouement.

This is so because the repackaging of an entire line to be successful in every phase requires more guidance than even the surest sense of design can furnish. This may be disputed, considering the avid consumer interest in modernized packages, and the general assent that the public considers design the thing. Thus many manufacturers have secured adequate results simply through modernized rearrangements of the elements in their package designs. Such packages have certainly been more successful than their dowdy predecessors. Yet, in general, we find this class to be composed chiefly of single packages or small related groups. When large lines (those containing a dozen or more products) have been involved it is rarely that the results have created a furore in the world of sales, advertising and consumption.

Successfully designing a large line requires much more than simply a good design, adequate color weighting and modern execution. Such groups must avoid merely being batches of *mechanically* related designs which, of course, do identify the combination, but do nothing whatever to translate the character of the products so that they will be interpreted properly to the consumer. There must be careful study of the relationship of the products to each other. This should develop not only an appropriate basic design but also obtain the correct application of colors to relate and yet differentiate each product. The complete effect must be thoroughly in keeping with the character of the line and its place in the market—the income class for which it is intended.

When this formula works the results are easily identified. There's that brilliant group of Kraft cheese containers—Borden's, too, for that matter. These package lines stand out refreshingly among the litter of mongrel wrappers in the average grocery store. Do

you remember the Condossis cigarette boxes? These, too, are fascinating examples of packages finely related to each other and expressing in their association the subtle character of a line.

The word, character, is used here very fortunately, because it defines that elusive quality so hard to capture in package designing-particularly difficult when a dozen or more packages are involved in the same family. But unless this quality is definitely applied, the finished result is usually disappointing. Hundreds of package "families" dressed without recognition of this principle are vegetating on retail shelves throughout the land.

Sequentially, modern thought lean towards having the designer choose the types of containers for the line by material, shape and practicability. He is also considered quite competent and helpful in the conference selection of names for the products. So-o-o-

It is clear to see that the creation or repackaging of a

large line essentially requires execution by the clinically minded designers heading the field today. Only they can carve a clean straight path through the jungle of complications attending the birth of a large package group. Especially so when repackaging is involved.

The old lines grew from single packages. As each new member was created, little effort was made to design the newcomer with a thought to the requirements of the first one or to those to come. Thus, the function of the new product, the current whims of the maker became dominant in projecting the new scheme of decoration. Usually a brand new basic design was used. When such lines eventually grew to large proportions, time had demoded their designs. Modernization became necessary. But think of the large, sad-eyed "sacred cows!" These idolized animals of the maker not only interfered with mechanical adjustments of designs but completely ruined any chance for creating the atmospheric factors necessary to inject character into the ensemble. Hardly ever was it possible to achieve results sufficiently striking to clearly identify the line as a whole, yet not

confuse established consumers by too radical changes in the appearance of individual packages.

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There are several large companies in the national field faced by this problem -one of increasing importance considering the flexibility of new competitors. It is a situation providing constant anxiety; a challenge which, were it not for aggressive merchandising and (Continued on page 88)

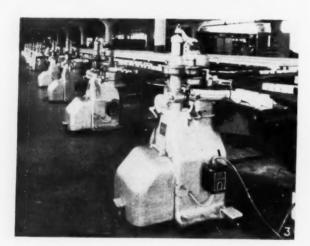


The old packages



# MODERN PACKAGING CONSIDERS PRODUCTION





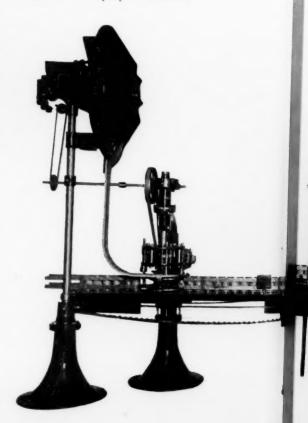
EPRODUCED on these pages are views of typical packaging equipment installed in nationally known plants manufacturing drug, cosmetic, bakery and food products. The equipment included therein accounts for many operations consequent to the production and assembly of packages—filling, capping, wrapping, sealing and the like. Of constantly growing importance in packaging is the progress which is taking place in the improvement of existing equipment and the development of new machines for assembling packages of every type.



Above: Powder filling and can sealing unit which operates at speeds up to 50 packages per minute at the plant of McKesson & Robbins, Inc. Photo by courtesy of F. J. Stokes Machine Company.

2—Filling, capping and labeling equipment at the plant of the H. J. Heinz Company showing straight line operation. Photo by courtesy of Aluminum Company of America.

**3**—A whole battery of 'em. Cap sealing machines together with conveyor system at the plant of the Ponds Extract Company. Photo by courtesy of Aluminum Company of America.



4—Filling and capping units, direct connected, together with cap-feeding machine and conveyor system for cocoa packages at the Brooklyn plant of Rockwood and Company, cocoa manufacturers. Photo by courtesy of Consolidated Packaging Machinery Company.

5—Wrapping machine and conveyor units at plant of the Paris Medicine Company (Grove's Bromo-Quinine). Machines for printed wrappers as well as those for transparent cellulose are shown. Photo by courtesy of Package Machinery Company.

**6**—One of the packaging sections at the Long Island City plant of Loose-Wiles Biscuit Company (Sunshine Biscuits) showing arrangement of wrapping units and collecting belt system. Photo by courtesy of Package Machinery Company.

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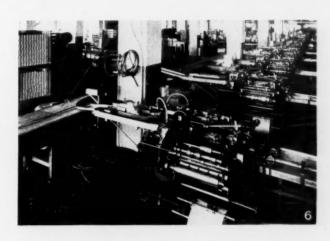
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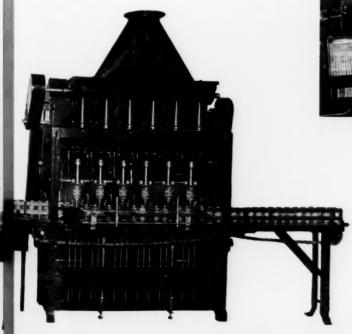
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7—Batteries of chewing gum wrapping machines at the plant of the Beech Nut Packing Company, Canajoharie, N. Y. The individual sticks of gum are wrapped in paperbacked metal foil, included—five to the package—in a printed wrapper and then wrapped in transparent cellulose, with a special opening device provided. Note overhead airconditioning equipment. Photo by courtesy of Package Machinery Company.





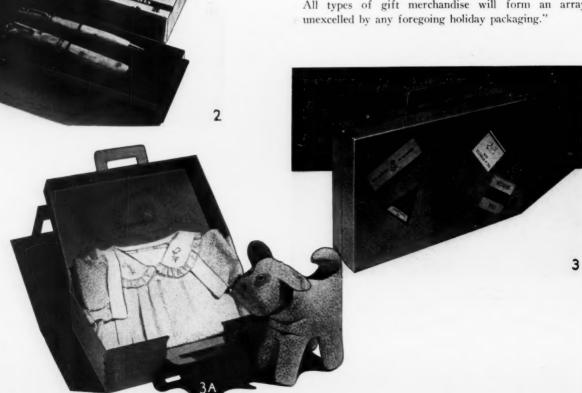




# Gift and Holiday PACKAGES 7 1 ITHIN the past few years there has

an increasing tendency on the part of progressive manufacturers to break away from the time-worn and moss-grown conventional holly wreath and berry design in Christmas gift packages, writes J. B. Richardson, art director of W. C. Ritchie and Company.

"Customers are requesting 'something absolutely different, something that will radiate smartness,' and at the same time be harmonious with the holiday season. The chains that have held in restraint the opportunity to play with an idea which might cost a bit more, have been loosened and the result will be that a surprisingly large variety of new shapes and designs will reach the market. All types of gift merchandise will form an array unexcelled by any foregoing holiday packaging."



1—Marshall Field & Company has introduced "Pasterettes"—washable poster silhouettes to paste on walls. Designed by George Switzer for the Pasterette Company. Color of packages differs with the various color schemes.

2—Shown in an appropriate package, the new Four Leaf Clover pen and pencil set designed by Helen Wills for the Carter's Ink Company has aroused considerable interest and obtained a good volume of sales.

3—Mayer-Nock Company features through department stores for holiday sales this "vacation wardrobe case," the package consisting of a suitcase, a dog and a dress. National Metal Edge Box Company made the "suitcase."

4—Norris, Incorporated, announces as the latest addition to its juvenile candies the Alice-In-Wonderland package, the lid of which is a jig-saw puzzle. New also is the smart wrap in silver, black and red for the Della Robbia Mints Christmas package.

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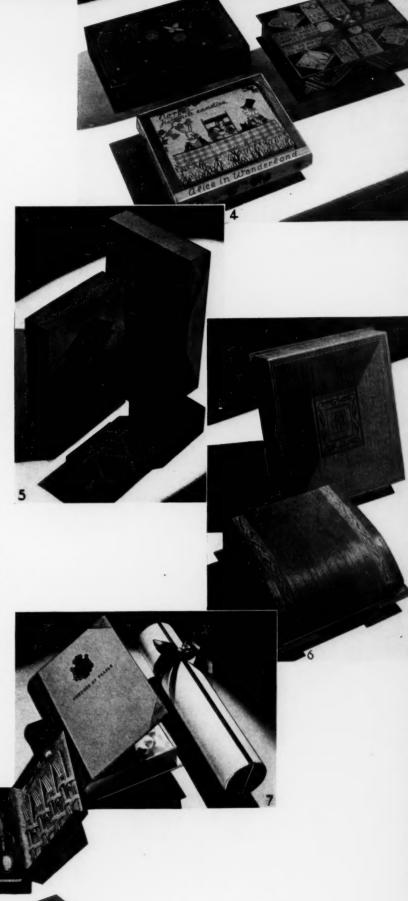
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**5**—Among the designs from Arthur S. Allen, particularly applicable for gift and holiday purposes, are these book "packages" and the all-over designs which were made for Runkel Chocolate products.

**6**—For military brush sets, these wood vencer paper covered boxes have been found both attractive and serviceable. Made by Arrow Manufacturing Company for the Mohawk Brush Company.

7—Made, also by Arrow Manufacturing Company, for the Heller-Deltah Company for Deltah pearls, both of these packages provided sales stimulation. The diploma idea attracted the buyer of graduation gifts; the book box was put out first for Mother's Day and then as a June bride idea.

**8**—Of black and silver, lined with blue antitarnish plush and piped with red velvet, the Add-More Chest is being featured by the International Silver Company this Fall. The chest is made by the Pilliod Cabinet Co.







#### PACKAGE

#### IDENTIFICATION AND PROTECTION

by Waldon Fawcett

HE holiday package, as a merchandising institution, is at the cross-roads of design policy. Important decisions affecting container form and dress must be made soon—probably this year—in order to anticipate and discount probable legislative action by the Congress of the United States.

In one sense, it is not so much an issue compounded of package identity as of package integrity. But, by and large, there is involved the whole structure of packagers' goodwill which is relied upon for consumer-acceptance of the gift, "presentation," or occasional package.

That uncertainty of status should have come to the type of decorative or ornamental package which performs a festival function is due to a detail of the New Deal at Washington. As readers of Modern Packaging are

aware, one of the pillars of the Roosevelt program consists of a plan for an elaboration and an extension of the U. S. Food and Drug Act. And, tucked away in the draft of the bill of revision, which has been approved by the Department of Justice, is a clause which declares, sweepingly, that (quoting the exact words) "A food shall be deemed to be misbranded if its container is so made, formed or filled as to mislead the purchaser."

Here is a "joker," that was calmly passed over by packers who scarcely noticed it at all, on the assumption that it had to do with certain notorious offenses in the eyes of Uncle Sam—viz, bottles with push-up bottoms, and glass containers having power to magnify the apparent size of olives or other contents. In short, it was assumed that the plotted prohibition, for all its drastically inclusive terms, was aimed at receptacles planned with malice aforethought to deceive and impose upon the more or less unsophisticated consumer. Woe to the trade complacency that saw in the Tugwell-Campbell version introduced by Senator Royal S. Copeland, only a revival of the perennial cru-

sade that has been waged against "slack packages."
Rudely awakening complacant circles of special, sea-

sonal packagers, persons in authority have lately pointed out that the measure which awaits the next session of Congress may, incidentally, force reform on "art packages," de luxe packages, and the like. If, indeed,

such reform is not one of the studied objectives of the plan. It is pointed out, for example, that many holiday holders of fine confectionery obtain "atmosphere" by the aid of trays and false bottoms. Such are the very sins—or the packaging license, if you prefer—which the new bill is designed to curb.

Or again, take the holiday package which, with an eye to after-use as a handkerchief box or sewing box, is fitted with a padded top. Or yet again the small cedar chest with walls so thick that a

fanatic might declare that the bulk of the contents might be overguessed. Worse even, in the estimation of the literal-minded, would rank the irregularlyshaped boxes and the simulations of articles of everyday use which are exploited as novelty receptacles for food specialties popular at holiday time, but which, from the very limitations of angles, nooks and niches cannot be completely filled with fragile or perishable contents.

Undoubtedly the impulse of the average packager may be to dismiss this threat to holiday packaging as a false alarm. Uncle Sam could not be so foolish as to pick quarrels with packages at heart innocent and only intended to please the eye. All the same, the situation may not safely be disposed of so simply. The letter, if not the spirit of the act which is in the making, outlaws a very large proportion of the oversize packages which make a bid for holiday patronage. Hysterical construction of the letter of the law might even jeopardize the holiday package which has its ensemble glorified by an ornate bow of ribbon and a sprig of holly or mistletoe. (Continued on page 94)

To what extent will we have "reform" in certain types of packages, as the result of extensions and elaborations of the U. S. Food and Drug Act, and what can be done to meet the contingencies of such an issue when it arises? Exemption or accommodation are the alternative solutions offered. Mr. Fawcett, in this month's installment of his department, reviews the activities for and against the proposed revision and also expresses opinions voiced by several of the leading package designers.—Editor.

#### A PAGE OF NEW DISPLAYS

1-The Shine-Stik display card shows "how it's done", together with the product in convenient form. Grey Advertising Service, New York, created the display.

2-Printed in six colors. the new display container for McKesson's Shaving Cream bespeaks appeal for sales of that product. Produced by the Paper Box Division of Warner Brothers Company.

\*

3-Gratifying sales increases have been brought about through the use of these new displays used by Pichel Products Company, Inc., for Peeko. Designed by Melvyn M. Gussow and made by Display and Advertising Service, Incorporated.

\*



4-The Elgin Watch Christmas display by Forbes Lithograph Manufacturing Company not only expresses the holi-day thought but also enhances its effectiveness. In display, the watch is placed on the upper plat-

5-Package action and quality of product are well expressed in this display which Forbes produced for Morton's Salt.





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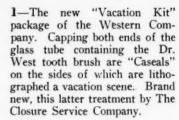
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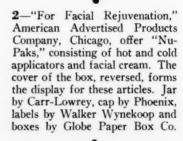
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## HERE ARE SOME OF THE NEWER PACKAGES







**3**—Everlastic, Inc. of Chelsea, Mass., has developed, and patented, these Cellophane-wrapped packages for elastic webbing. Each is hermetically sealed, making it a package of great utility and lengthening the life of the elastic webbing.

4—To fill a demand from consumers for a shaving cream based on Ivory Soap standards, Procter & Gamble has developed Ivory Shaving Cream which makes its debut in the tube and carton reproduced in the accompanying illustration. We might add that P. & G. should "clean up" with this package.





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5—Black and white achieves character in the new design for the "Dash Ink" package which has been introduced in the Woolworth stores. The bottle is designed by Frances C. Hall, bottle and cap are furnished by Hazel-Atlas Glass Company, carton by Robert Gair Company, and the label by Ever Ready Label Co.

**6**—There is inspiration to please the most fastidious in the new transparent display which Gustav Jensen has designed for Nolde & Horst. Here it is shown with its corresponding hosiery package—both marking a high point in dignified and exclusive appeal. What a far cry from the "old red stocking box!"

7—Space saving in milady's purse and convenient in their application are the new packages of Briefs lipstick and facial tissues put out by the Tishupak Division of the Fred Gretsch Manufacturing Company. Shown is an individual package, also packets of four and a dozen—all wrapped in Protectoid, which registers cleanliness.

**8**—The Perfect Rubber Company of Mansfield, Ohio, offers rubber coasters for bridge table service in a window carton, black with red lettering and white edges to match the color scheme of the suit shapes. The window is of Moistureproof Sylphrap and the box is made by the A. L. Garber Company.

9—Direct appeal to the stenographer, who uses 'em more than anyone else, is made in the new package which Munson Supply Company has adopted for its Feathertouch typewriter cushion keys. No need to point out the reuse for this box. Designed by Edwin H. Scheele; made by Shoup-Owens Company.





#### NEW TOILETRY PACKAGING



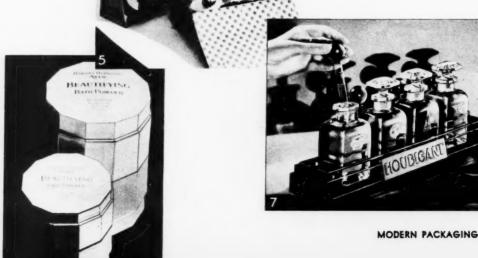
1-2—Always lovely, the Yardley packages express luxury and good taste. Here are some of the recently announced products which make their appearance in new dress. The shaving display group is outstanding in its expression of quality for the products.

**3-4**—Among the new offerings of Bourjois, Inc., are the new packages for "Evening in Paris" and "Springtime in Paris." The former makes use of a metal (Apollo) covered box, while the latter reproduces, on the cover, a replica of the Parisian scene carried on the sides. Both boxes were made by Lorscheider-Schang Company, labels and seals by The Foxon Company.

5—Helena Rubinstein introduces her new "Pick-Me-Up" beauty kit, in a stunning waterproof case. The items included are cleansing and clearing creams, toning and hand lotions, beauty grains, eyelash darkener, powder, rouge, lipstick, tissues and mirror.

**6**—Harriet Hubbard Ayer, Inc., offers Beautifying Bath Powder packaged to match its popular Beautifying Face Powder in a twelve-sided container using an ivory and gold glazed paper, water resisting and washable.

7—Houbigant is showing an interesting and useful display which features four different perfumes. The black molded stand carries glass shelves which are cut to permit a firm base for the bottles. A separate dropper is provided for each odor.





#### NEW IN METAL CONTAINERS

1—Derris, Incorporated, is to be congratulated on its new container for Tick Insect Spray which combines simplicity with striking shelf or counter display. It was designed by the Industrial Styling Division of Calkins & Holden and made by the American Can Company.

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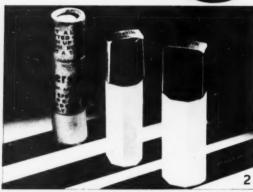
2—Designed by George Switzer and made by Tin Decorating Company for the Hotel New Yorker, these Bonbonette boxes are among the first tin boxes to make use of the inherent beauty of the metal itself. The metallic gold is obtained by lacquering the metal by means of a process which costs less than the old method of printing gold. Helped to maintain sales during a period when all candy sales declined.

3—Old and new of the containers used by Arwell, Incorporated, of Waukegan, Ill., for its household deodorant. The new, designed by Edwin H. Scheele, still retains the identity of the old but is obviously more expressive of quality and possesses greater appeal. "Phone for Another Can," in raised lettering on the cover, is opportunely suggestive. Manufactured by the J. L. Clark Manufacturing Company.

4—Among the "57 Varieties," these new packages of the H. J. Heinz Company are particularly suggestive of the holiday season. The "Date Pudding" has just been announced. Family resemblance is well exemplified in the labels used on the tins as well as that on the jar.









1—The Clark-Dunn Manufacturing Company of St. Louis, Mo., offers an applicator bottle which is fitted with a dome shaped pad, through which the dressing is transferred to shoes. The pad is protected with a cuplike closure of Bakelite Molded.

**2**— From paper to metal, then to plastic is the transition of Perstik—the "lipstick" deodorant-containers. Base and top are of white Plaskon and black Durez, molded by Colt. Small, Kleppner & Seiffer, Inc., is the advertising agency for the product.

**3**—A personal rubber stamp while the patron waits at the Century of Progress is supplied by the American Eratype Corporation of Deerfield, Ill. The stamp is then placed in a Bakelite Molded carrying case, which is handsomely engraved with a reproduction of old Fort Dearborn.

4—Stikit is now packaged in a handy applicator bottle with a sturdy wrapping of transparent cellulose. The familiar metal base has been replaced by a jet black Bakelite Molded stand which adds a note of distinction to the assembly.

5—Combining the facilities of fountain syringe, hot water bag and ice pack, Bag-A-Tell is conveniently and colorfully packaged in a molded box. Product is manufactured by Donald F. Duncan, Inc., Chicago; the container—black tops and various colored bases—is made of Plaskon, and molded by Reynolds Spring Company.





#### ..AND SOME MORE NEW PACKAGES

1—For its Corylopsis Talc Powder, A. P. Babcock Company has adopted the composite container created and manufactured by Cross Paper Products Corporation, shown at the right, replacing the tin can.



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2—Plenty of gift and holiday atmosphere is attained in these packages tied and decorated with special color combination Cello-Ribbon made for the Gibson Art Company by Freydberg Brothers, Inc.



3—The Expello Corporation, Dover, N. H., introduces its Elf Cleaner in a printed transparent cellulose wrapper which carries directions. A package within a package, really, for a powder hidden behind the sponge rubber surface does the work of the cleaner.



4—Some of the new (in the foreground) and the corresponding old packages of the American Products Company, Cincinnati, Ohio, manufacturer of the well known Zanol group of products.



5—Said to be the largest tight-wrapped package (dimensions are 11 in. x 7½ in. x 4½ in.) produced automatically, and at the rate of 35 per minute. Developed for Albers Brothers Milling Company by Stokes & Smith Company.







CLEANER 10



#### IN GLASS CONTAINERS

1—Easy to pour and at home among "the other ingredients", this jug-style container, by Owens-Illinois, is being supplied for Lime-Mix, a new product of the California Fruit Juice Company.

**2**—A green bottle, an ivory coated cap and foil labels in gold, red and green effect an artistic package which Seaman Brothers, Inc., are using for White Rose Mint Sauce. A stock jar of modernistic design plus a label of red and blue on Artcote gold plus a red metal closure and we have the new package for the Sioux Honey Association. Bottles by Owens-Illinois; labels by Cameo Die Cutting & Engraving Company.

**3**—Four new containers used by Mayflower Products Company. The three jars are by Capstan Glass Company while the syrup bottle is from the General Glass Company. The latter uses an Anchor closure, and a foil label made by the Bevan Company.

4-Suggestive throughout of the "Century of Progress" is the new Mott's Cider Vinegar package. The design of the bottle also enables a firm grasp when pouring. Bottle is by Owens-Illinois; metal foil label by Cameo.

**5**—A pleasing variety of shapes are offered in this group of Schimmel Brand packages put out by the American Preserve Company. Labels are by Simpson & Doeller Company; caps by Phoenix Metal Co., Inc., and jars by Hart Glass Mfg. Company.





## DEVELOPMENT AND USE OF PRINTED TRANSPARENT CELLULOSE IN ROLLS

by John W. Little

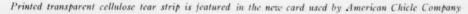
ARLY in 1931 the American Chicle Company decided to place on the market a candy coated chewing gum-similar in form to its well-known Chiclets—in a transparent wrapper printed with the new brand name, "Tempters." There was an obvious advantage in the use of the transparent wrapper in that the various colors of the candy coatings, denoting different flavors, could be seen and would in themselves be attractive. In order to make a unit which could be sold three for a nickel, four of the pieces of similar flavor were placed in an individual wrapper. thus making it possible for the purchaser to select, by sight, three different flavors for five cents. It was very important that each package carry the brand name on the wrapper and also, because of production costs. that the packages be wrapped continuously and that the transparent cellulose should be supplied in rolls. The problem of furnishing the required wrappers was assigned to the Forbes Lithograph Manufacturing Company and the first order, for a small quantity, proved satisfactory when the new brand was tested out in certain key cities. Reorders of these wrappers followed and Tempters are now distributed nationally.

The original printing on this wrapper was what is known as an over all design, the word "Tempters" being repeated in one color at intervals close enough together so that at least one imprint always fell on the top of the package when wrapped. The individual packages were then packed in a paperboard display container and made an attractive appearance. Later the American Chicle Company, appreciating that the display container for the packages would present an even better appearance if the copy on the wrapper was registered in the same position on the top of each package, sought a means to accomplish this result. This was attained through the use of a photo-electric cell attached to each of the packaging machines, and a change in the printing copy of the wrapper, incorporating a small opaque spot to actuate the "electric eye."

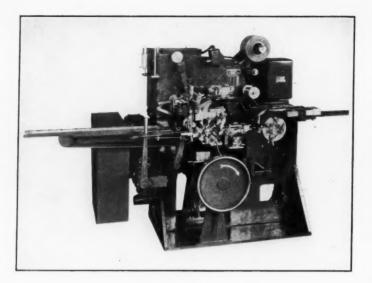
Recently the company has supplanted the paperboard Tempters display with a "Crystal Container," developed and manufactured by the Forbes Lithograph Manufacturing Company. This container is made with transparent front and sides and permits a complete showing of the various flavors and colors included in the assortment.

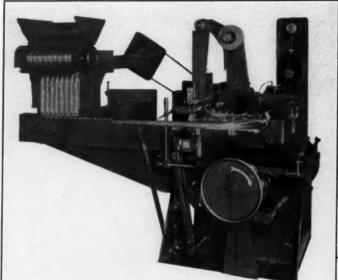
In promoting the Tempters brand, the American Chicle Company learned that printed transparent cellulose not only increased the sales appeal of the product but also that it was a material that could be used and applied economically. The next development was the use of a three-color printed transparent wrapper for its penny size package of Chiclets.

To print all the copy necessary on this wrapper and









to do it well in the small space allotted was a difficult problem, particularly in three colors to a very close register.

Another innovation of the company is the use of a tear strip around the five-cent boxes of Chiclets which provides an easy opening device for the plain transparent cellulose wrapper. This tear strip is a piece of No. 600 plain transparent cellulose, printed to indicate where the package should be opened; wrapped by machine at the same time that the outside wrapper is put on, and spotted in position with another electric eye.

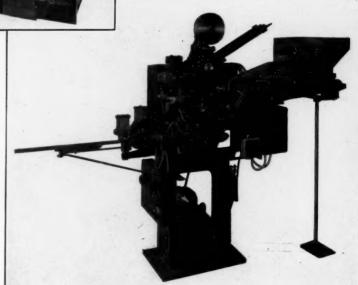
Concurrent with the accomplishments on the American Chicle products, the Forbes Lithograph Manufacturing Company was working with the International Cigar Machinery Company and the Package Machinery Company in the development of printed rerolled cigar wrappers for use on their cigar wrapping machinery in conjunction with the electric eye devices. At the present time there are six cigar manufacturers using printed transparent cellulose wrappers, doing away with bands, banding operations and the necessity to lease the banding machines. In the cigar industry it is considered important that a good gold be printed and also that the colors be vivid and solid.

The industry next to accept printed roll transparent cellulose was that of bread making. Here it has been found possible to convert certain of the wax paper wrapping machines to use all over printed transparent cellulose wrappers.

At top: High speed transparent cellulose wrapping machine, equipped with printed tape opening device and photo-electric cell for registering printing. This machine is used for wrapping the 5-cent Chiclet cartons, Photo courtesy of F. B. Redington Company

Above: One of the machines used to produce the four-tablet Tempters package. This is shown without the photo-electric cell attachment which has since been installed. Photo by courtesy of F. B. Redington Company

At right: Another of the Tempters assembling and wrapping machines equipped with photo-electric cell and having a speed of 168 packages per minute. Photo by courtesy of Package Machinery Company



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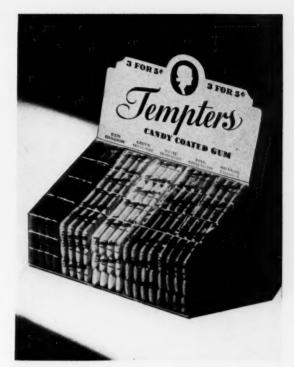
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Tempters ...

The printed transparent cellulose (Sylphrap) wrap which forms the new Tempters package. Four tablets are assembled and wrapped automatically, an electric eye obtaining the desired register of the printing on the package. At right is shown the new Tempters transparent display container for counter use



Tempters

Tempters CLANDY COLATED GLA

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#### WHEN THE ELECTRIC EYE REGISTERS



Three-color printed wrap for the Chiclets vending machine package. At right is the Chiclets display box c on t a in in g transparent cellulose wrapped cartons which incorporate the new opening tear strip, shown below. All tip-ons shown in this article furnished through the courtesy of Forbes Lithograph Manufacturing Company











CANTON CANTON CANTON



Jalcum



From the production as well as the merchandising standpoints—
R. C. Can offer many worthwhile advantages to manufacturers of a wide variety of products.

First and foremost, they are practical, dependable and decidedly economical packages. In attractiveness and display value, they are second to no other type of container. And in convenience to the ultimate consumer they are generally acknowledged as the handiest and most convenient because of the many practical and easy-to-use closures with which they can be equipped.

Tell us about your product and we will submit samples of several suitable containers, and, if you desire it, also send you suggestions for the package design.

## R. C. CAN CO.

Manufacturers of Round, Square, Oval and Oblong Paper and Fibre Cans.

ST. LOUIS, MO.

Branch Factories at Kansas City, and Rittman, Ohio

# Editorially speaking \* \*

#### PROFITABLE MARGINS IN PACKAGES



WITH vicarious pride we view certain financial reports that relate to activities within the packaging field. Stated the Wall Street Journal recently: "Sales and profit of the packaged food industry held up relatively well dur-

ing the depression. A study of the eight more important concerns listed on the Stock Exchange and making quarterly reports discloses that all are operating profitably and paying dividends on common stocks. Of the eight concerns, five more than covered dividend requirements during the quarter." These companies include the following: General Foods, Standard Brands, National Biscuit, Corn Products, Loose-Wiles, Beechnut, Cream of Wheat and United Biscuit.

Packaging operations at all of the plants of these companies are, to the best of our observation, of the modern order. Perhaps, were we inclined to be critical, improvement could be made of many of the designs used, but this is beside the point. The fact remains that substantial recognition has been given to the effectiveness of the package, and that sales and profits have been thereby maintained during a period which boasted of little encouragement is decidedly favorable.

#### NON-STOP PROGRESS



ENERAL JOHNSON is quoted as saying: "I think that the necessary installation of new equipment should go forward. If you stop inventiveness and progress that would be very stupid. I do think that for a

short period it would be wise not to emphasize the installation of machinery that would tend to further reduce the field of employment. It is not our purpose here to stop economic progress." Which calls to mind a visit which we made a few months ago to a substantial packaging plant.

Considerable new equipment had been installed, and we facetiously ventured a remark to the effect that such action might cause criticism because of labor saving and the consequent displacement of employee help. On the contrary, we were told, the added machinery necessitated additional workers in the plant because of the increased production that was obtained. Certainly no fault can be found with a policy of that sort!

#### THE NEW DEAL FOR BUSINESS



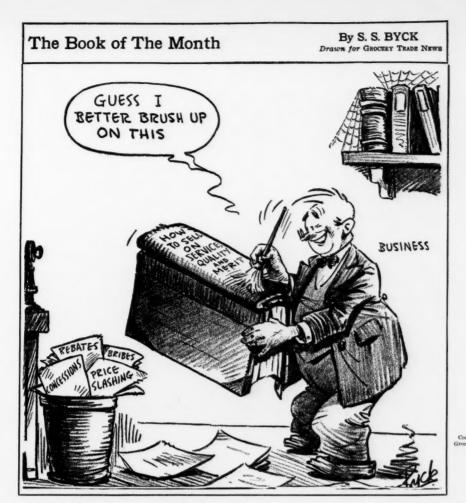
E are reminded of the old story or verse which runs: "When the Devil was sick, the Devil a monk would be; When the Devil was well, the Devil a devil was he." And we cannot help but feel that that situation is somewhat

akin to the position which business and industry has occupied for the past four years. At least some part of business has assumed the role of that particular character and has been, in no mean measure, responsible for the situation that exists. Price cutting, imitation and other nefarious practices of the so-called chiselers have been permitted to run riot-the Devil has been well. And reputable business, deep in its own concerns, has had little time or inclination to combat that increasing menace. As General Johnson has expressed it, "No small part of our recessions and peaks in business have been due to the fact that business has had no power to govern itself." So we have the intervention of Government, which now seeks to bring order out of chaos with the enforcement of the National Industrial Recovery Act.

Presented as a national emergency which must be met by industry, the purposes of the N.I.R.A. are such that every reputable employer cannot fail to lend a willing hand, and should exert his influence beyond that required by governmental regulation. Not only has he now the substantial backing of the Administration in the conduct of his individual business, but he is protected from the encroachment of vicious practices. For the codes, now being placed in effect in the several industries, whether in original or modified form, are so drawn as to give each business a chance "for its white alley," if deserving and not found wanting.

As a member of the newly formed Periodical Publishers Institute, Modern Packaging has accepted the code for the periodical publishing industry and will adhere to it, believing that this represents the highest principles of industrial publishing.

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#### TO SELL A QUALITY PRODUCT ... GIVE IT A QUALITY MARK

Yesterday, a cut price might tempt a customer. Today it won't.

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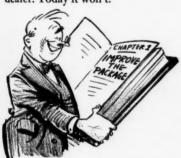
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Yesterday, a free deal might win a dealer. Today it won't.



Yesterday, price meant almost everything. Today price alone means almost nothing.

New codes, new costs, new wage

scales, new production schedules have made price selling obsolete. Once more, with all prices at a higher level, customers are looking for quality. How are they going to find it? By the mark of quality — the package that bears a good name — the label that bears a famous trade mark — the tag

that tells a story of quality goods inside.

Never was there a time when the mark of quality meant so much. If you have a good product, no matter what its shape or size or price or character, start now to win for it an identity in the eyes of your customers. Give it a package that's right for it, a tag or a label that's designed for it, a display that will win space for it.

Naturally the best place to get what you need is Dennison's. For Dennison knows what quality means—knows from 89 years of experience that quality pays—knows how to help you make more sales in a market where quality counts. Here's the coupon:

从一	00
	DENNISON MANUFACTURING Co., Dept. H-227 Framingham, Massachusetts.
	Please tell us how Dennison Service can help us. We are interested in the items checked below.
	☐ Tags ☐ Seals ☐ Labels
Ok	☐ Printed Cellophane
18	☐ Displays ☐ Boxes ☐ Package Inserts
	Name
	Firm
	Address
	City State

For Better Packaging

See DENNISON first

#### DECORATIVE COVERINGS FOR BOXES AND PACKAGES





Charles W. Williams & Company, Inc.

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Reynolds Metals Company, Inc.

The United Manufacturing Company







New ways of using Myracol—with a profit—are "always" being discovered. Fine cosmetics and tasty foods, were some of the first and very successful uses.





## CHRISTMAS SALES WILL BE GIVEN TO GOOD MANUFACTURERS WHO HAVE LEARNED THEIR PACKAGING LESSONS WELL

Last year, a number of manufacturers offered gift boxes with the contents beautifully nested in Myracol Excelsior.

The public saw, admired and bought —plentifully.

Chances are even better this year. Foods, cosmetics, confections, condi-

ments, metalware, glassware, and many other products can be dressed up and pepped up for profitable selling this Christmas.

Myracol is efficient, too. It absorbs shocks—prevents much breakage. It makes odd-shaped, hard-to-pack articles like bottles, meats, etc., fit snugly and securely.

In tissues, waxed, glassines, parchment, transparent cellulose, and virtually any color.

Send for a sample assortment now.

Ask about the other sales-building members of the Pioneer line of Packaging Specialties.

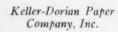
442 W. OHIO STREET, CHICAGO, ILL.

PACKING MATERIALS DIVISION

## PIONEER PAPER STOCK OMPANY

## DECORATIVE COVERINGS FOR BOXES AND PACKAGES





At left: Matthias Paper Corporation

Du-Tone Ribbon Corporation

At right: Louis Dejonge & Company per

as



We work with

WOOD

CARDBOARD

WOOD PULP

METAL GLASS

We use

VELVET SATIN

LEATHER

IMITATION LEATHER

PAPER

as well as other types of distinctive cloths and fabrics. HERE, under one roof, in one of the largest box and display plants in the metropolitan area, you will find the most extensive facilities for making practically ANY KIND of fancy box or display.

Your requirements as regards price, basic materials to be used, covering and lining materials to be employed, are the influences that guide us in designing the box or display.

We carry no stock—but build everything to your special order—for YOUR product ALONE.

We have no "favorite" materials—we use whatever material is best suited to YOUR requirements and for YOUR product.

Our clientele includes the leading nationally

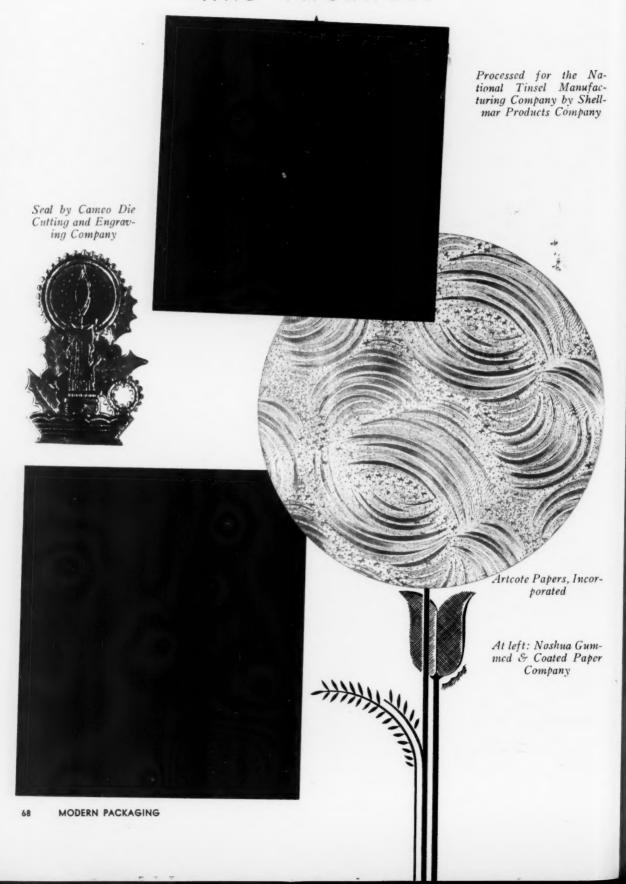
known manufacturers in such fields as jewelry, perfume and cosmetics, toilet goods, metal goods, fountain pens and pencils, leather goods, novelties, etc.

The all inclusive nature of our manufacturing facilities should interest those box and display users who want a complete and unbiased box and display service.

## ARROW

MANUFACTURING COMPANY, INC. FIFTEENTH AND HUDSON STREETS, HOBOKEN, NEW JERSEY

## DECORATIVE COVERINGS FOR BOXES AND PACKAGES







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There are two things your customers never forget—one is quality—the other lack of it. Karl Voss Corp. has ever been mindful of this fact and never has departed from the Quality Standard.

If you wish to gain the confidence of a bewildered buying public—if you wish to be outstanding—consult with Voss on a quality package.

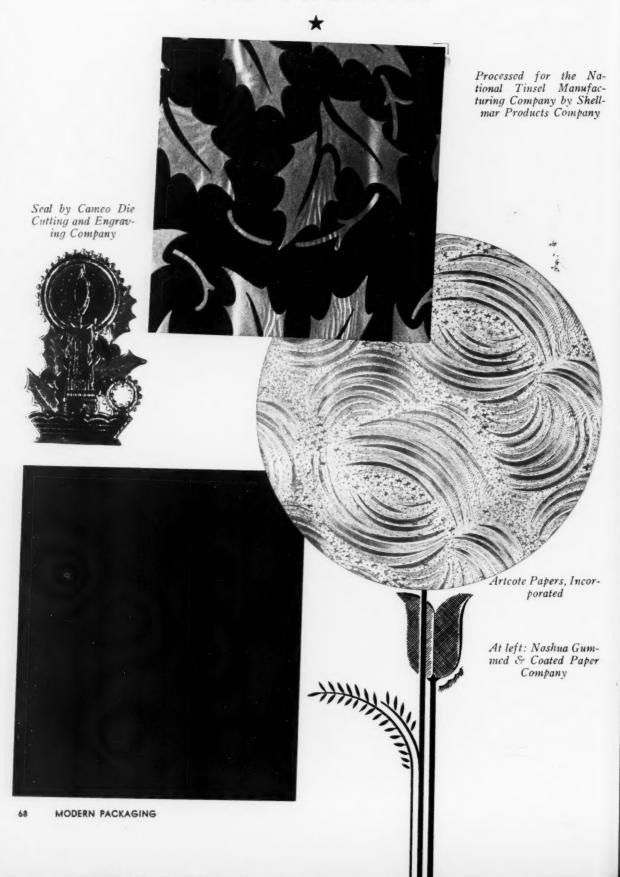
#### KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN

NEW JERSEY

## DECORATIVE COVERINGS FOR BOXES AND PACKAGES







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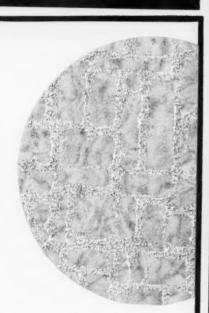
#### DECORATIVE COVERINGS FOR BOXES AND PACKAGES



Middlesex Products



M. H. Birge & Sons Company



The Marvellum Company



Richard M. Krause



OLOR harmony, like rhythm, must appeal to the eye — must attract, interest, and hold your attention. Your product should have colors that harmonize. Heekin lithographed containers are known for their perfect, permanent, consistent color harmony. Pick any two from among a million and the same tints, hues, colors will prevail. Heekin watches your packages from the time the rich, wholesome colors are ground and blended in Heekin color mills to the time they are delivered. Heekin specializes in quality - at prices that are right. THE HEEKIN

HARMONY IN COLOR AS IMPORTANT AS HARMONY IN RHYTHM.

HHAN CANS WITH HARMONIZED COLORS

## COLOR TUBES IN NEW DRESS

by C. J. Shower

OLOR tubes, such as those used by artists, are customarily packed in flat boxes. From the standpoint of the manufacturer this scems an adequate means to deliver the colors to the customer, and the method has been accepted as a matter of fact. It did not occur to anyone, however, that there might be a better way to pack them, a way that would not only fill the requirement of shipping but also would be of greater convenience to the user. In saying—"a better idea did not occur to anyone"—I mean, at least there was no evidence of a different method of packing such colors.

It was in such a box that a set of twenty-four Savigny Oil Colors was sent to the R. G. Cooper Studio, Detroit, for the purpose of having a new design created for the tubes. Of course, the matter of producing an appropriate and more modern design for the container of the colors was paramount, yet the idea of improving the box kept recurring.

As the tubes lay in the flat bottom box they presented a difficulty to the user in removing them. Packed so closely to each other, they did not permit the fingers to get far enough between the tubes to grip them securely in an attempt to lift them out.

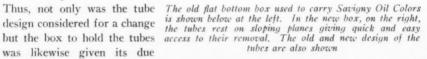
Thus, not only was the tube design considered for a change but the box to hold the tubes was likewise given its due share of attention. As a result, along with the new tube a new box was submitted to Macauley-Madison, Inc., suppliers of artists goods in Detroit, and responsible for the distribution of Savigny Oil Colors in the United States

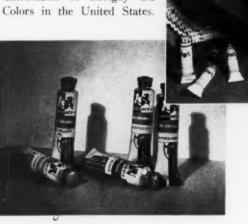
Instead of lying on the bottom of the box, the twentyfour tubes were made to rest in two rows on inclined planes and were on such a slant that the caps of the tubes were elevated above the lower ends, making them easily accessible and removable.

Macauley-Madison report a gratifying increase in the sale of the colors in their new dress and have stated that no small measure of success was due to the modernizing of the label on the tubes and the greatly improved dispensing box in which the colors came. Additional distributing points were established that carried this product into quarters over the United States never before hoped for.

Quoting from a letter from the above company: "As soon as we produced the new tubes and the new package using your tube design as a basis, we received many compliments on the attractiveness and novelty of the design. At our showing in New York at the Master Photo Finishers Convention the members who were present were outspoken in their praise of the design and appearance of our Savigny Oil Colors. We know for a fact that it aids in the sale from a retail standpoint, as we have had the experience of having a cus-

tomer pick out Savigny Oil Colors from a mixture of oil color tubes placed before them on the counter for examination." Convenience to the user, added to the effectiveness obtained through the application of a new dress to these packages, not only resulted in greater attention from a design standpoint but brought about an improvement in sales.





On the new tubes the band just above the name of the color is printed in the tint corresponding to the shade of the content



Here is a graphic portrayal of the manner in which the tubes are placed in the box to give easy access to their removal

PRIVATE
DESIGN
PAPERS

Private design papers are extremely effective advertising, the repetition of the trade-name throughout the paper indelibly impressing the name on the consumers.

Private design papers are not expensive—often costing no more than ordinary papers used for wrapping and covering boxes.

Write for samples and full details.

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## MATTHIAS PAPER CORP.

**143 NORTH FIFTH STREET** 

PHILADELPHIA, PA.



## DESIGN THE MOLDED DISPLAY

ASED on the theory that people buy what people see and that retailers will play favorites if help is given them to keep their counters orderly, the molded plastic display stand has come into rather wide use in a short period of a year and a half. It has a number of variations other than the conventional platform type—a fact which permits extensive use of these displays.

Not that the platform type has reached a saturation point. Since Norwich Pharmacal pioneered a molded platform stand for Pepto-Bismol, to keep it in front of both soda clerk and customer, a number of similar stands have appeared. And due to the large area of uncultivated counter space and the variety of retail outlets the opportunities are apparent.

The sponsors of Clark's Teaberry Gum demonstrated this recently with their combination cointray and gum display which coralled invaluable space on the candy tobacco counter by offering the retailer a change tray—surrounded by Teaberry Gum, to be sure—for the convenience of his customers. Equally effective displays can be made with molded plastics; with a little ingenuity, a host of products—candies, chocolates, aspirin, garters, soaps, gloves, pens, jewelry, pipes, wrist-watches, paste, inks, peanuts, extracts, powder, lotions, creams, and many other drugs and foods—can claim good counter space with these permanent stands.

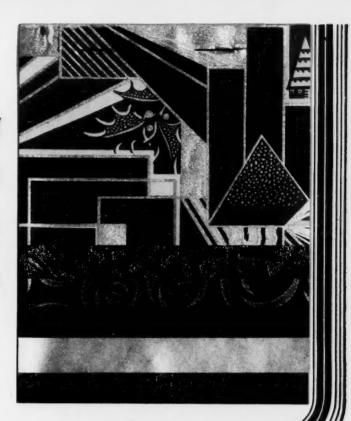
Although molded plastic displays can be grouped into several other classes such as the complete line display holding several dozen small packages, the novelty type such as a cointray or a display molded in replica of the product, and the package accessory exemplified by the watch-base or penstand illustrated, platform types are most widely used. Retailers like them because they keep counters neat and because they are always new, shiny and rich-looking. As a rule, they are simple moldings, costing comparatively little, light, non-fragile and easy to ship, and since there are few mechanical limitations they can be designed in a wide variety of individualized forms.

In designing molded displays, keep in mind that the

CHIC

## JUST A FEW

of our hundreds of attractive patterns for Holiday Packages



ACH Christmas sees an increasing number of manufacturers profiting by the simple plan of presenting their merchandise in colorful wrappers that reflect the holiday spirit. Of all sales promotion ideas utilized, it is undoubtedly one of the most effective and inexpensive for stimulating holiday sales.

Let us help you to choose a paper that will enhance the appeal of your product as a gift or holiday item. We have an unusually large assortment of bright Christmasy papers that will make it easy for you to select one that will be the most appropriate and effective for your product.

Write for complete assortment of our holiday papers.

## CHARLES W. WILLIAMS & CO., INC.

AUTHORITIES ON BOX COVERING PAPERS

303 Lafayette Street
New York
"HAS YOUR LINE BEEN TONED"

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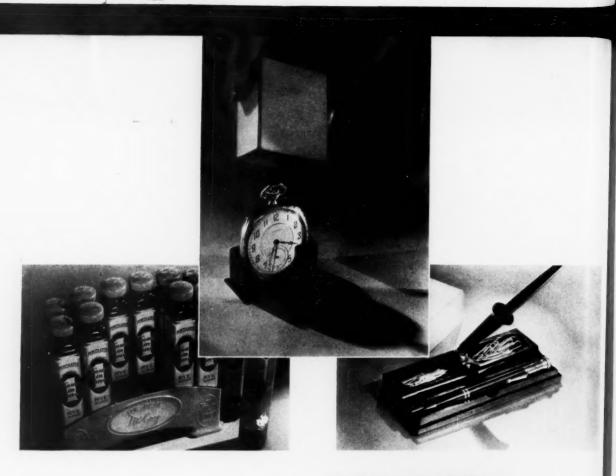
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AUGUST, 1933

75



stand should not call attention to itself and should not be so dynamic as to distract the shopper's eve from complete absorption in the object displayed. Contrast within itself is usually unnecessary for the package provides the needed relief. Busy, agitated forms are not desirable, neither is the use of colorful materials nor should shapes be too bizarre or compelling. Simple, geometric shapes are most desirable in molded displays. First, they reduce mold cost-an important point in larger stands, for if the stand follows geometric shapes such as cubes, cones, ovoids, pyramids, and hemispheres, the molds can be machine cut from the steel block, reducing costly hand labor. Molds are made in multiple for most production runs and unnecessary embellishment adds to the labor cost and raises the per-piece price. On larger runs, 20,000 or more, the initial mold cost spreads itself thin enough to make it nominal. On small runs, however, this tooling-up cost often proves a stumper.

Another reason for geometric designing of display stands is greater attractiveness—merely another word for eye-comfort. It has been definitely proved that the six eye-muscles which enable us to make visual appraisals of an object, move most easily in geometric paths. Thus straight lines, triangles and pyramids require little effort while small circles, ovals, cones and other derivatives of circles are appraised as a whole, without eye-muscle movement. Objects based on geometric design thus become necessarily simple, and the lines are smooth and flowing, leading the eye comfortably to the object displayed on it.

Since most of the platform (Continued on page 92)





Photos by Courtesy of General Plastics, Inc.



## FREYDBERG BROTHERS

II-19 West 19th Street New York, N.Y. If you want a bigger share of the holiday trade in your line, be sure to dress up your package. Make it suitable for gift purposes by tying it with the outstanding decorative tying ribbon—Cello Ribbon.

It cannot fray, soil or tarnish—and it is always crisp. It is easy to tie and its lustre is permanent.

The samples above shown are but a few of the many hundreds of color combinations, widths and effects that are available.

Write for samples and price information.

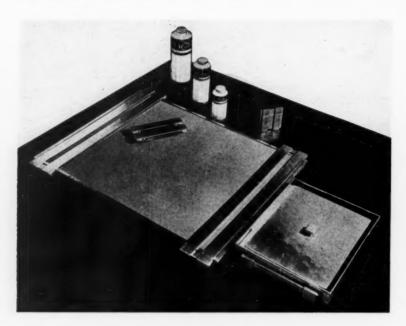
### HERE AND THERE IN THE PACKAGING INDUSTRY



Packaging Machinery Manufacturers will hold a meeting in Buffalo, N. Y., on August 21 to determine upon a course of action by that group under the provisions of the National Industrial Recovery Act. Considerable interest has been shown and it is expected that this meeting will be well attended.

Francis D. Gonda, vice-president of Einson-Freeman Company, Inc., sailed on the Olympia, August 4, for an extended trip to England, France, Sweden, Denmark, Holland, Italy, Switzerland and Spain. While abroad, Mr. Gonda will contact various foreign manufacturers in the interests of his company. Gorge H. Sweetnam, Inc., 282 Portland St., Cambridge, Mass., is enlarging its specialty paper department due to the favorable outlook for its product "Protexit" and other lines. The plant will contain the most modern machinery for volume production and will maintain the high quality which has been established.

Louis Dejonge & Company, 69 Duane St., New York City, has opened a gift paper department to service stores and shops desirous of using its papers for gift wrapping purposes. Selected papers are packaged in flat packets or rolls of three sheets each or



The Irwin D. Wolf Award which was sponsored by the American Management Association, for "the most effective package developed and placed on the market between Jan. 1, 1932, and Feb. 15, 1933," has been presented to the winner, O'Cedar Corporation. The award consists of a hand-hammered aluminum desk set, designed and made by Wendell August of Wendell August Forge, Grove City, Pennsylvania

The Heekin Can Company of Cincinnati, announces the purchase of the Burgett Varnish Company, Smith Road, Norwood, Ohio, one of the oldest varnish companies in the country. Control of the Burgett Varnish Company will enable Heekin to control its own source of supply for enamel, lacquer, etc., devoted to decoration of finish on tin, not only in the lithographed metal container plant but in the sanitary can division of the Heekin company, where lacquer may be used as an inside finish. Extensions in the laboratory activity will take place immediately.

**E. M. Hankard,** formerly general sales manager of the American Chicle Company, Snyder Packing Corporation, Borden Sales Company, and Loose-Wiles Biscuit Company, has joined Ben-Burk, Inc., Boston, manufacturers of "4-in-1" flavors and "Connoisseur" cordials, as general sales manager.

may be purchased in sheets. To adequately service stores and shops, the company has a national sales representation with permanent show rooms in New York, Chicago, Boston and California. Displays have been arranged for the important gift shows throughout the country.

C. W. Hamilton, president and treasurer of the Milwaukee Lace Paper Company, attended the 50th reunion of his class at Amherst College, Amherst, Mass., on June 16. The class was graduated in 1883, and boasted of an attendance of twenty-seven alumni present out of thirty-eight graduates and ten nongraduates. Every member of the class attending the reunion was over seventy years of age. Henry T. Rainey, the present Speaker of the House of Representative, was also a member of the class of 1883 and delivered an address to about 1,200 alumni.

# Greater Convenience for the user! . . .

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THE sales appeal of greater convenience for the user is carried to the highest degree in these new packages, recently introduced by Beechnut and American Chicle.

Beechnut Gum is protected with Cellophane—Black Jack Gum with foil. In each case we were able to provide wrapping machines that produce a unique device for opening the package with the utmost ease. A tug on the tab instantly breaks the outer protective wrap.

This is but one example of how we can be helpful in providing a package with a new sales advantage.

Because of the great variety of products handled by our machines, and the varied styles of wrapping these machines can produce, we are unusually well equipped to assist in carrying out package improvements. If you are seeking greater sales through better packaging, consult us.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK CHICAGO LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.



After 34 years' service, William Glennon, credit manager of the Robert Gair Company, Inc., retired on Aug. 1. C. R. Bradley succeeds Mr. Glennon as credit manager.

The Ever Ready Label Corporation, 257 W. 17th St., New York, advises that it will supply upon request 100 of the NRA stamps (7/8 in. x 15/16 in.) or 50 stickers (13/8 in. x 11/2 in.) or 25 windshield stickers (3 in. x 3 in.) without charge, to any readers of Modern Packaging who have signed the NRA pledge agreement.

Abbott Kimball Company, Inc., 250 Park Ave., New York, has announced a change of name to Kimball, Hubbard & Powel, Inc., with offices at 400 Madison Ave., New York. Abbott Kimball is president; Francis G. Hubbard, treasurer and general manager, and Harford Powel, secretary.

The code unanimously adopted by the National Paper Box Manufacturers Association under the National Industrial Recovery Act was authorized for the paper box industry on Aug. 4. This establishes a maximum work week of 40 hours with an exception for peak periods when the maximum may be increased to 48 hours per week. In the Agreement the minimum wages are fixed at "not . . . less than 40 cents per hour, unless the hourly rate for the same class of work on July 15, 1929, was less than 40 cents an hour." In the latter case, it is agreed not to pay less than the hourly rate on July 15, 1929, with additional provision that "the minimum rate of pay for the least skilled worker in this industry shall be 32½ cents per hour, except that in the Southern division it shall be 30 cents per hour."

An excellent compilation of data on plastic molding materials and operations is presented in a recently issued booklet published by the Boonton Molding Company, Boonton, N. J. Condensed information given covers phenolic base compounds—molded, laminated and cast; casein; cellulose acetates; cold molded compounds; hard rubber; shellac, and urea base molding compounds. In addition a number of tables are included.

### Pacific Coast Packaging Exhibit



OME idea of the interest being taken by Western advertising men in packages may be gained from the reproduced photograph taken at the Pacific Advertising Clubs Association Convention, held in Sacramento, Cal., the latter part of June. Under the direction of Garnet J. Weigel of San Francisco, the All America Twelve display was created by this exhibit and a large number of the Modern Packaging "Hundred Honorable Mention" packages were shown.

From all corners of America came packages representing products of every nature. Over 200 exhibits in all, approximately 20 per cent of which came from the West, were shown to hundreds of advertising people. So favorable was the comment and so much interest was evidenced in the display that already plans are taking shape for an exhibit at Portland in 1934 that will surpass anything of its nature ever attempted in the Western part of the United States.

## PROT

## 

For the protection of fragile products against breakage in transit, it pays to use this highly resilient, cushion-like material—PROTEXIT.

It is available in several thicknesses or plies—with various types of paper backing. The accompanying sample is 20 ply, M.G. Tissue-backed, line-embossed.

Write for samples of full range of thicknesses. Also send us one of your containers so we can return it to you with our recommendations for the most effective method of wrapping it.

George H. Sweetnam, Inc.

Specialists in the Packaging Field
282-288 Portland Street

Cambridge - - Mass.

REPRESENTATIVES

GEO. A. KAAS, - - 7 Front Street, San Francisco JOSEPH TANET, 5614 General Diaz St., New Orleans, La. FRED C. COOPER, - 3789 Menlo Avenue, Los Angeles



#### OTHER SPECIALTIES

Shredded Packing Materials Box Partitions Die eut Liners Embossed padding mats Globular Parchment Glassophane Chocolate Dividers CIALTIES

Layer Cards
Dipping Papers

Paper Trays—Flange Edge
(Plain & Printed)

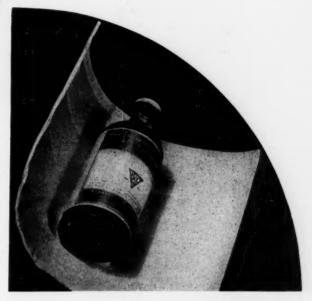
Waxed Board
Die Cutting

Embossing

## FLOSSINE

"the Candy Mat Supreme"





#### MACHINERY - SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

#### **NEW PACKETS FOR POWDERED PRODUCTS**

HE modern trend has been away from large, bulk packages and toward smaller units. For many materials, bulk packages even as small as a pound have features that are objectionable. Once such packages are

opened, there is always the possibility that the remaining contents will lose valuable flavors or aromas, become spoiled on account of oxidation or absorption of moisture or become contaminated by other substances. Hence, there is much to be gained by subdividing such materials into small amounts for individual use-for some concentrated materials, all the way down to a tenth of a spoonful.

An extensive research undertaken by the Dykem Company, 2301 N. 11th St., St. Louis, Mo., to develop a suitable package to hold a small but exact amount of a powdered food preparation resulted in the Dykem Transparent Packet, which is said to be moistureproof and greaseproof as well as transparent.

In developing the structure of the packet, it was

necessary to select those materials which are harmless and which would not impart foreign odors or tastes either to the contents of the packet itself or to other foodstuffs with which it might come in contact. It was found that for better transparency, as well as for better resistance to grease and moisture, and more imperviousness to air, sheetings of the transparent regenerated cellulose type met the requirements best. Even the least expensive of such kind of sheetings are strong and tough, although their thinness makes them flimsy in nature.

This combination of toughness and flimsiness, however, called for the development of a structure wherein the valuable properties of such materials could be used to advantage while the objectionable features would be overcome. It was found that a piece of thin but tough transparent cellulose when cemented to a piece of paper, resulted in a structure having the improved properties that were wanted. Such an arrangement gave rigidity in form, overcoming flimsiness, and produced a cross-section that can be torn readily. As a further aid for starting to tear, notches could be cut in the edges at appropriate places.

The thicker, underlying material could be either

transparent or opaque. Not only did opaque paper give to the packet the advantages explained, but it was seen that the general appearance of such an opaque body having a transparent cover, offered many unique possibilities for artistic designs. The outer opaque margin could have one shape; the inner tranparent chamber could have the same or a different shape. The number of possibilities offered variations of sizes and shapes that seemed without limit. Further, such a structure consisting of a body made of transparent cellulose, also tended to overcome the distorting effects of expansion and contraction.

An attractive design suitable for rather general use is a hexagon outer opaque area with an inner circular transparent chamber for holding the contents. The

visible contents takes the shape of the chamber, and the color of the contents also enter into the beauty of the design. In such a packet, the feature of visibility enters not only for the purpose of displaying the contents, but also plays a vital part in making the packet attractive. A circular chamber is easier emptied because there are no corners that might tend to retain some of the contents, and also, because, when torn in half, the diameter forms the largest opening.

Even though the chamber of the packet is slightly bulged so as to accommodate its contents, the packet



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DRAMA IN DISPLAY

A sensational selling slant—dramatically presented—and smashing records for both window showings and summer sales.

\* The Unguentine Diving Girl with flames leaping from her back—carried through from poster to window to counter—is the arresting type of idea that America's leading advertisers have come to expect from America's leaders in "dramatized lithography."

Jig-saw puzzles—and now MASKS—may focus a nation's eyes on Einson-Freeman, but advertisers know what Einson-Freeman can do to focus "buying eyes" on their products and displays!





EINSON-FREEMAN CO. INC.

LITHOGRAPHERS

Starr and Borden Avenues • Long Island City, N. Y.

AUGUST, 1933

windowand

store display

advertising

83

is substantially flat. Its flatness permits ease of mailing, and makes them adaptable for stacking. Proper stacking presented itself as a valuable feature to make possible the dispensing of materials in packets through slot machines or in such devices from which, for one reason or another, it would be desirable to eject one packet at a time.

Besides serving as containers for samples. Dykem Transparent Packets can well be used by many industries that are interested in gaining the merchandising value of offering their preparations-powdered, granular or mealy-subdivided into such packets containing exact amounts for definite uses. Inasmuch as the packets are made, filled and sealed, a purchaser of these packets obtains a

novel container, and is saved the trouble and expense that is usually associated with subdividing and packaging small quantities.

#### NEW FIBRE CAPS FOR FOOD JARS

NEW, one piece cover-all cap that can be removed by hand, without the use of a tool, and reseals the jar each time it is replaced, has just been introduced into the food packing industry by the American Seal-Kap Corporation of Long Island City.

The new Seal-Kap fills the long felt need for a closure that the consumer can remove easily and preserves the contents indefinitely after the jar has been initially opened. It is also said to provide perfect protection to the contents, as it is waterproof, odor-proof and airtight. Seal-Kaps can be removed by a twist and replaced by a snap, tightly resealing the jar each time it is replaced.

During experimental tests, jams, jellies and similar products were preserved in Seal-Kapped jars for over a year, without the contents being affected in any way by mildew, moisture or dryness. Attractive color combinations are available and go far to dress up the appearance of the package and to give it real display value.

Another outstanding type of closure recently introduced by this company is a tight fitting tumbler cover with a snap rim. This cover has been successfully used by dairies in packaging cottage cheese in utility



tumblers. Low cost, attractive appearance and a waterproof closure are the features.

That the principle of sealing used by this company in their products is entirely sound, is proved beyond doubt by the outstanding success of regular Seal-Kaps for milk bottles. This cap, although smaller than the jar cap, is of identically the same construction. It has been used by dairies throughout the country for many years because of its protective features and its high merchandising value. The Seal-Kap for milk and cream bottles covers the entire pouring lip, with a waterproof, odorproof seal. Like the jam Seal-Kap, its resealing qualities protect the milk against contamination, spilling and refrigerator odors until the last drop

has been consumed. The complete line of products made by the American Seal-Kap Corporation will be on display throughout the month of August and September in the Permanent Packaging Exhibit.

Ferdinand Gutman & Company, Brooklyn, N. Y., is asking the question: "Did you ever have any trouble in removing a screw cap from a can?" and proceeds to announce a new service to can manufacturers and users for supplying can nozzles complete with C. T. screw caps to provide a combination of nozzle and cap. It is stated that the use of such equipment leads to an improved sealing condition, with greater ease in removal of cap from the can, maintaining the necessary seal and reseal advantages. Type "J" Filma-Seal, (patented 1933) for use on cans, makes a seal that prevents leakage and evaporation and guards against counterfeiting, giving the consumer a much needed protection. Standard sizes for varnish, polish and cleaning fluid cans, etc., are available for prompt shipment.

"The Versatile Service of Bakelite Resinoid" is well set forth in a 16-page booklet just issued by the Bakelite Corporation, Bound Brook, N. J. Nontechnical in scope, this pamphlet sketches briefly the origin, manufacture and industrial applications of many types of Bakelite products.

#### NEW ADJUSTABLE WRAPPING MACHINE

PECIALLY designed for use as an aid to hand wrapping shirts, pillow cases, sheets, handkerchiefs, paper cups, paper napkins,

candy pieces, combs, toothbrushes, bottles, jars, cartons, candles and a wide variety of other products in Cellophane, Sylphrap or other transparent wrapping materials, the Wrapade machine, shown in the accompanying illustration, will interest packers of those articles who, because of the shape or character of their product or lack of enough production to warrant the use of an automatic wrapping machine have been compelled to depend on hand wrapping.

The Wrapade machine

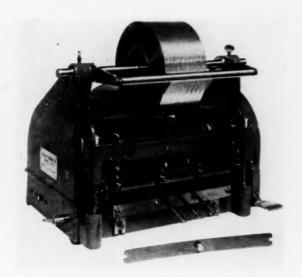
takes the wrapping material from a roll, cuts off the required amount, applies a seam of adhesive and delivers the prepared sheet to the operator. Because the operator does not have to separate one sheet from a stack and apply the adhesives with a brush, daily production is greatly increased. In two plants where the machine is now in use the cost of wrapping has

> been cut in half. A further saving is effected by the machine because it uses the wrapping material from a roll instead of making use of cut-tosize sheets.

The machine is a table model, (about twice the size of a typewriter) motor equipped and adjustable in a few seconds to any length of sheet up to 21 in. Adjustment is made by means of a dial and no extra parts are required. The standard machine handles rolls up to 12 in. in width. The machine can be arranged

to take rolls of greater width if the operations are such as to require a larger dimension in this direction.

It is made by the Wrapade Machine Company, 215 Central Ave., Newark, New Jersey.



## INSURE REPEAT SALES FOR YOUR PRODUCT!

The success of your business depends on repeat sales—which in turn depend on the satisfaction and good-will created by your product and container. If the latter is inconvenient to handle and use, or readily breaks, your sales volume is bound to be adversely affected by it. Investigate the many excellent and distinctive features of Lusteroid Containers. Because of their unusual strength and toughness, these containers do not break from rough handling in transportation, or when dropped by the consumer. Moreover, their lightness in weight results in a big saving in transportation charges. Write for samples of sizes and styles most appropriate for packaging your product.

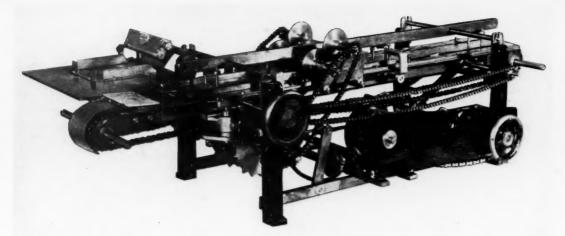


## LUSTEROID CONTAINER COMPANY, Inc.

formerly Lusteroid Division of The Sillcocks-Miller Co.

10 PARKER AVE., WEST

SOUTH ORANGE, N. J.



Schlemmer motor-driven bench model for wrapping thin packages such as bias tape, envelopes, cards, etc. The machine is said to produce from 20 to 28 packages per minute. Sales are being handled by Valdor Sales, Inc.

An organization which has been making a distinct impression in the field of package design is Advertising Artists, Inc., the studios being located in the Pythian Building, South Bend, Ind. Although the company was organized in 1930, the individual members had had several years of association previous to that, in the field of commercial art with a special emphasis on industrial and package design.

The executive personnel includes W. C. Miller, president, L. I. Kitsinger, vice-president, and E. E. Clarke, secretary-treasurer. Also associated in the organization are H. C. Overman and Virgil Exner. These men are all of the most recent school of modern design and their work is marked by advanced standards both of conception and execution.

"It is our practice to give our clients the benefit of broad experience and resourcefulness represented in our entire organization and we find that this pooling of group experience is of great advantage in developing all of the merchandising possibilities which a given package problem presents," states Mr. Miller. "While we are all working artists, we have the business point of view to such a definite extent that our relations with clients are always on a practical and business-like basis. We are glad to discuss his problems with the prospective client and to give him some indication of our approach. We also believe that the cost of a design should bear a direct and reasonable relation to the amount of work involved. It is our policy to see that the client is thoroughly satisfied."

#### Perfume Bottles for Holiday Packages

AND-BLOWN, frosted, glass containers with polished glass panels and glass stoppers are the new feature introduced by Owens - Illinois the Glass Company, Toledo, which has attracted the attention of perfumers interested in de luxe and special packaging. The handsome, unusual designs are particularly adaptable to holiday packaging,



when perfumes in containers suggesting daintiness and class are universally popular as gifts. Perfumers are always on the lookout for special containers that will attract a share of the big Christmas business to their brands, and Owens-Illinois appears to have produced designs that meet the approval of the most critical buyers for holiday packaging.

# To Users of TRANSPARENT CELLULOSE

You can now cut your transparent cellulose from ROLLS of various widths into sheet sizes as desired with the



## DEXTER AUTOMATIC TRANSPARENT CELLULOSE SHEETING MACHINE

Quick return of your investment through large saving made possible by purchase of stock in rolls. Stock inventory kept at minimum. Efficient and simple to operate. Automatically cuts your sheets from rolls up to 24" in width. Sheets cut in various lengths up to 24". Running speed 2,500 to 3,000 sheets per hour. Ad-

justments for sheet lengths simple and positive—no guesswork; sheets cut square, clean and uniform. Sheets delivered singly to stacker after cutting, making separation easy for hand wrapping. Floor space—3x6 feet. Operates with 1/4 h.p. motor, which may be attached to light socket.

Further information gladly furnished upon request. No obligation to you.

#### DEXTER FOLDER COMPANY, 28 W. 23rd St., New York





This very chic display is used by Andrew Jergens Company to feature one dozen vials of Ben Hur perfume. Printed in colors, the card is reinforced with a set-up base and a shelf which provide a substantial stand and support for the vials. Gold printed labels are used and the cork closures are covered with gelatin caps. The vials are made by the Kimble Glass Company



#### CHARACTER IN DESIGN FOR THE PACKAGE FAMILY

(Continued on page 43) heavy advertising, many a large line would be forced out before the tidal wave of competitive packages with vastly better designing.

An outstanding and dramatic example of this constant threat and how it can be met is supplied by a job done for Modern Health Products, Inc., of Milwaukee, Wis., well known authority in the field of health foods. Like so many other producers, this company had begun marketing its products in a fairly casual manner, adding a product every now and then. Inevitably for these quality foods came the pleasant phenomena of increasing demand. Then it suddenly became a matter of debate among the proprietors as to how much greater sales might be if the packages were attractive visually. A critical glance is certainly good for the soul, for Modern Health quickly decided that the effect of the line was much too drab to convey the real character and importance of the products.

Now, of course, health food purveyors are traditionally imagined to be ultra-conservative. Their patrons are supposedly serious, intense people who have retired from normal life and exist chiefly upon odd-looking foodstuffs, monotonous vegetables and the like. Nothing could be more laughable. So fast has dietary control spread over this fair country that it has drawn in perhaps the most intelligent and sophisticated of our citizens, certainly the most well-to-do. These are indeed the people who most appreciate well planned packaging and designing. They are also, naturally, the most critical buyers considering that they pay top prices for this type of product.

It was this consideration that influenced the selection of Clarence P. Hornung to create and execute the new line of Modern Health packages—17 products in all, as shown in the accompanying group illustration. Hornung, as perhaps you know, represents that interesting school known to some as the "geometric" in the progress of modern design—a distinct branch of structural design particularly applicable in package design work. Hornung's views, often expressed in articles appearing under his own name and in his recent treatise called "Handbook of Designs and Devices," though simple in their concept and application are worthy of repetition at this point:

In dealing with simple package forms, which include boxes, cartons, cans, bottles and most other containers, the designer is essentially concerned with elemental geometric shapes—the cube, the cylinder, the plinth and prism. Straight lines and curves, flat surfaces and round are the areas to be considered. Treat these surfaces as the modern architect would his bold flat masses, and leave ornament, per se, strictly out of the picture. It has little place on the plane surfaces of a package whose function is to convey information simply, colorfully, attractively. But above all, get your message across with despatch! Therefore, when in doubt, remember that flat unadorned areas of color not only have beauty in themselves but lasting appeal.

Starting from absolute scratch on the Modern Health job Hornung was favored in one way. He had *carte blanche*—no old skeletons to renovate and drape. The first move was very logical. It was the creation of a single key package which would embody the basic elements for the styling of the entire line. This is the "Swiss Kriss" package as shown in one of the accompanying illustrations.

The family relationship of the other package designs was born from the formula established by this first design—the "Swiss Kriss" package. It consists of solid flat areas of color with horizontal banding superimposed to form the space for the logotype. The corner edges are then treated with a single banded motif lending interest to the whole. All typographic matter is carried out in block caps, and the Modern Health trademark is prominently featured in the side areas of all packages, as well as in this one.



# STOP THE LOSSES / caused by loose caps.

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Driving screw-on caps— 54 mm. size

The Haskins sales engineer is anxious to arrange a trial demonstration at your plant in order to prove to you the ability of Haskins equipments to eliminate forever the problem of leakage and resulting losses due to loose caps.

Sensitive controlled cap chucks further insure positive driven plastic and decorative metal screw caps without marring finish or breakage.

Send us samples of caps and containers for additional information and prices on equipments and chucks.

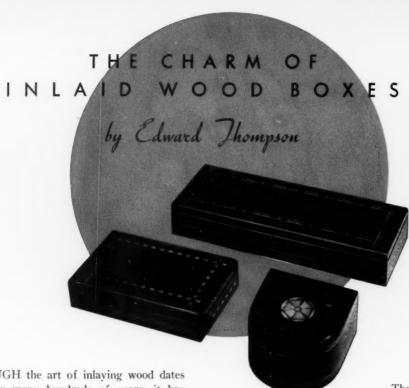
R. G. HASKINS CO.

4652 W. Fulton Street

Chicago, Illinois

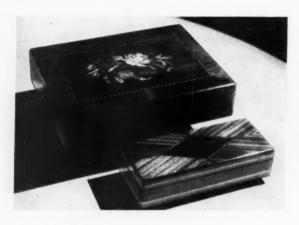


Flexible Shaft Type BCF



LTHOUGH the art of inlaying wood dates back for many hundreds of years, it has reached its peak of perfection within the last few years. Wood artists are now achieving effects that compare in beauty of drawing, shadings and design with the oils, crayons and pastel of the world's most famous artists. Then there is a softness and live picturesque beauty in inlaid woods that cannot be obtained in any other medium. Art in wood is permanent and becomes more beautiful with age.

Almost every country produces some attractively colored wood that is needed for the blending of conventional or pictorial designs. Woods of almost every color are available in their natural state. The various figures obtained for grain, color and design all depend upon how and where they are cut from a tree. The crotch of a tree, the trunk, the burls, the stump, all produce differently grained and differently colored woods.



The foregoing paragraphs are quoted

from a booklet "Art In Wood," issued by the Clark Wood Inlay Company of Memphis, Tenn. With this brief understanding of the effects which are obtainable in woods, it is not surprising that packaging, which utilizes a multitude of materials in its expression, should turn to such products not only because of their inherent beauty when translated into boxes but also because of other qualities offered-strength, durability, protection and workability. Besides, in application, wood boxes possess reuse value to a degree which is approached by but few of the other types of containers used in the packaging field. The more beautiful the wood box, the more highly prized it is as a container after the original contents have been disposed of. And, truly, the effect obtainable through the application of wood inlays transcend those which are to be found in plain and certain decorated wood boxes.

The reproductions on this page, made from originals furnished through the courtesy of the Clark Wood Inlay Company, show a number of such boxes, the inlaid work being done by hand in natural colors. To further enhance the natural beauty of the woods used, a protective finish has been added. One can conceive of these boxes being used for many purposes after they have served as adequate packages for a wide range of products. A list of the woods utilized in their fabrication reads like an aboreal directory. The blending of colors, produced naturally by a selection of various woods, obtains an artistry and distinctiveness which is entirely desirable in any package that seeks originality and charm.



Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps — lithographed, printed or with raised printing.

Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various food products.

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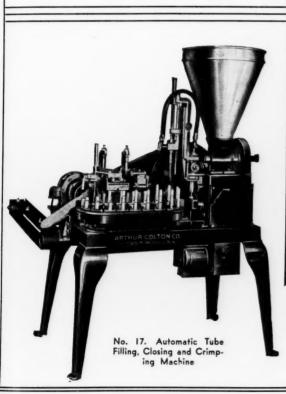
tv

Let us help to make your package a sales builder.

## CROSS

PAPER PRODUCTS CO.

THIRD AVE. and 140th ST. NEW YORK, N. Y.





## WHY USE CLIPS?

Clips cost money, and in addition mean loss of time in replenishing clip rolls plus the maintenance expense of the automatic clipping heads. You can eliminate these production expenses by using the Colton Clipless Closure which consists simply of crimping the end of the tube as shown in adjoining illustration. Write for sample tube sealed in this manner, also for descriptive folder.

## ARTHUR COLTON CO.

2600 East Jefferson Ave. DETROIT, MICH.

#### DESIGN THE MOLDED DISPLAY

(Continued from page 76) type display stands are merely open-bottom boxes they are molded without difficulty-provided they entail no undercuts which would prevent straight ejection from the mold cavity. Undercuts are easily avoided, as shown by the three accompanying sketches. These sketches do not pretend to be good designs but merely illustrate simple and economical shapes which mold easily, display the package well and allow for the necessary engraving of name, trademark, etc. This engraving, usually debossed and wiped in with pigment, sometimes offers difficulty for it must come on a slanted rather than a vertical surface otherwise the protrusion on the mold necessary to engrave the letters will prevent ejection. One method of avoiding this hackneved slanted face is the rounded band on the stand shown on the sketch at the right, which permits lettering to be used in a prominent place without difficulty.

Fortunately, the "decorating" of molded display stands is rather difficult. And, besides, adding extra decoration to good basic forms defeats the purpose of the piece. All of the stands thus far molded have been black, and names and trademarks are usually engraved in white for visibility although metal trademark inlays can be molded in without extra operations. Ribs, flutings, wiped-in lines and dull-and-shiny-area combinations can be used to accent certain proportions of the stand. But they naturally increase mold cost. On flat top areas, recesses the exact size of the containers are molded in without extra operations, providing a psychological stimulus for the retailer to put the containers where they belong.

These same rules usually hold for the other types of stands. The complete-line display can be designed to hold as many as six dozen small assorted gum, candy or similar packages without getting too large for molding economy. An example of a logical form is shown in the center sketch but this is by no means the only shape possible. The ends may be slanted for engraving or may be straight, with copy, if needed, supplied by means of decalcomanias. Paper, foil or decalcomania labels are well to avoid, however, since they may inject the element of dogearing into an otherwise indestructible display. Engraving can usually be ac-

complished easily on front surfaces which are necessarily slanted.

The novelty molded display is capable of variations limited only by the packer's ingenuity. The Teaberry cointray is an example of an ingenious display; likewise Marion Lewis', which displays four atomizer bottles of perfume on a molded-and-metal base, as used to dramatize dram sales of bulk perfume. Gruen Watch uses a combination of a molded base and a laminated plastic sheet for a backdrop, permitting a large lustrous area for selling copy. Yardley, exponent of molded displays, have several styles; for example, the Niche, resembling a miniature stage with a backdrop, and a small stand for bottles-both excellent for staging a single package. Tom Huston's peanuts were placed in packets in a large glass jar with a molded base and card-holder, into which the salesman slipped a fresh card every week.

These novelty displays can capitalize on the versatility of plastic material by molding the display in the shape of the product or trademark and incorporating features such as match-boxes, lighters, lipstick tissues, mirrors, clocks or even radios. This impresses the shape and color of the container or trademark indelibly on the shopper's mind, especially if the added feature is a useful one.

The fourth type of molded display—the package accessory—is really a display package since it is not retained on the counter but goes with the product. It usually has an after-use besides displaying the product and might well be called the triple-purpose package. The molded watch-base, the pen-stand and soap-dish shown in accompanying illustrations are good examples of this application, and along slightly different lines are the molded ensemble trays of Cutex, Glazo and Coty.

Often, too, the addition of an inexpensive molded part to a package or display can obtain greater sales appeal, as in the instance of a pipe-rack for bridge-table use, with a paper slip cover making it a pipe package, or a pipe rack as a part of an all-molded box which could be safely dropped into the pocket. In most of these instances the useful molded part can be added for little more than the packer pays for any good conventional package, and with ingenuity innumerable variations are possible.



## A BOSTITCH Staple Seals this Outstanding Package . . . . .

#### One of the Hundred Best of 1932

The Bostitch Method of fastening and sealing is being successfully used on bags of all sizes—containing a great variety of products.

Its increasing use by the packing industries is due chiefly to its dependability and economy.

There are scores of other ways in which

## BOSTITCH THE MODERN METHOD OF FASTENING

is playing an important part in present-day merchandising. For example—in fastening small articles of merchandise onto display cards. Cosmetics, notions, hardware—even small bottles are readily secured to cards in this manner.

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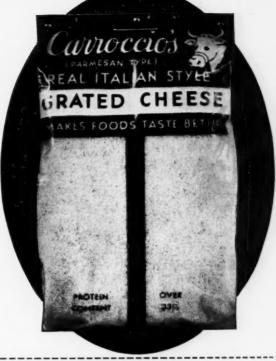
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of ed nole There are Bostitch machines for every fastening purpose. Write for descriptive literature.

> Bostitch Sales Company East Greenwich, Rhode Island



MP-8-33

Bostitch Sales Company, East Greenwich, R. I. Please send me free copy of "Guarding Against Profit Thieves."

Address





REJUVENATE
YOUR
CONTAINERS
with COLOR!

## OLORAMIC

Are your glass containers dull, colorless and unattractive-looking? Do they need something to pep them up and make them more appealing to customers? If so, you will be interested in what the Coloramic process can do to solve your problem.

Opal or flint glass containers are now

produced in exquisite tints or in assertive, vivid color tone effects—at moderate cost. Colors are fast, uniform, and of warranted durability.

Acquaint us with your packaging prob-

Write for full particulars about the Coloramic process.

#### COLORAMIC CONTAINERS, INC.

1120 Central Ave., Cleveland, O.

New York Office: Suite 668, 11 West 42nd Street Telephone, PEnnsylvania 6-0219

## PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 48) Unless something can be done about it, the threatened blue law may chill the ingenuity which has been responsible for so many triumphs in American holiday packaging.

WELL, what can be done to meet this dilemma? Facing the fact that the regulatory officials at the U.S. Department of Agriculture are more than ever determined to "purify" packages that they believe overdress the part. Two possible solutions present themselves, and are already receiving the attention of far-sighted planners of holiday packages. The first potential means of escape consists of an attempt to secure from Congress an amendment to whatever bill may be enacted specifically exempting irregularlyshaped, decorative and ornamental packages which are plainly intended to appeal to aesthetic considerations rather than to be judged by strict utilitarian standards. The alternative is to redesign holiday packages so as to conform to the straight-laced code which the purists demand.

The "reservations" route ought to be considered first, because if anything is to be accomplished by way of drawing the sting of the "misleading" package bee, it must be done when the Copeland Bill is before Congress. And, preferably, before the bill is reported out of Committee in either Senate or House. Such is the sentiment against extreme samples of panel bottles and "window" cartons which carry the legal content (as inscribed on the label) when filled only to the upper line of the transparent inset, that there is not much chance that Congress may be persuaded to strike out entirely the call for honest packaging. The best that may be hoped for is that the lawmakers may be convinced of the harmlessness of frills and furbelows in holiday packaging and induced to grant specific immunity to packages which are purchased at retail as expressions of holiday good-will rather than as strictly utilitarian carriers of merchandise.

N addition to the individual efforts of a number of prominent packers of holiday packages, several trade associations are interested in the movement to secure an official alibi for the bona-fide holiday or gift package. For obvious reasons, the National Confectioners' Association is much interested in this program to vindicate the holiday package. With packers of high grade chocolates, glace fruits, etc. it is not alone a matter of having the privilege of fashioning a presentable box, even if it be a bit oversize for the net contents. The consistency of bonbons, coated cherries, etc., virtually requires that each piece be packed in an individual cup and that partitions and separators be used. Condition and quality will suffer if internal packaging were banned out of fear lest the package be slightly magnified in size.

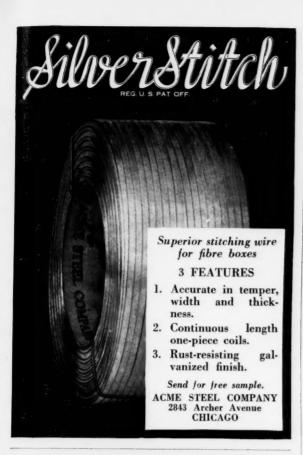
The National Confectioners' Association would feel safer if any package ritual which may be adopted were tempered by a "rider" specifying that the statute should not apply to containers "which from their nature, shape and appearance are primarily intended for display or decorative purposes, or for gifts which have intrinsic value other than their actual value as containers for food products."

Explaining to Modern Packaging, the position of his organization, an official of the National Confectioners' Association said: "We contend that it is illogical and unfair to include a provision in any bill which might be interpreted to refer to certain types of candy packages which should be exempt from the provisions of the bill. These packages are, in every sense of the word, gift packages. The consumer knows when purchasing the package that they are not supposed to contain a quantity of candy in proportion to their outer appearance. They are ornamental, artishas been eaten, can be used for glove boxes, bridge tic and fancy shaped packages which, after the candy set boxes, etc. It is obvious that such packages are not made with the idea that they shall contain a certain amount of candy. They are made for the purpose of being used as gifts, to contain whatever amount of candy may be conveniently packed therein."

Members of the Flavoring Extract Manufacturers' Association, while not so deeply concerned over the fate of holiday packages, as such, have urged salvation for package "front," via an annex to any package regulation that would absolve from presumption of guilt "ordinary decorative or irregularly shaped containers." This group would like, also, to secure an express waiver for a composite package, consisting of a glass bottle enclosed within a paper carton provided the outer carton or container be not larger than necessary to hold the inner container or bottle.

UIZZED on behalf of Modern Packaging, the heads of the U. S. Food and Drug Administration, who would be responsible for the enforcement of package strictures, make no secret of the fact that they do not relish the idea of any exceptions. Chief W. G. Campbell says, frankly, that he is not sympathetic toward the proposed amendments or to reservations that would confer immunity on all packages fancifully shaped for display or decorative purposes. He remarked: "I can conceive the extreme difficulty of differentiating between fancifully-shaped and decorative containers and those which are obviously designed to, or at least have the effect of misleading and deceiving the purchaser."

On the other hand, Chief Campbell hinted, in the course of one conversation on the subject, that some of the luxurious types of re-use or after-use containers which are employed for holiday specials, say, in the candy trade, might be held to be outside the pale of the food container code. He commented, in respect



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The envelope moistener shown above was designed and the parts molded by us. Plastic Molded Parts do not rust nor corrode for they are resistant to moisture and most acids. Plastic Molded Parts are light, strong, durable, and have a lasting finish that withstands hard usage. Their lustrous beauty gives added sales appeal to any product. If YOUR PRODUCT lacks eye-appeal, the use of plastic molded parts may give it that "snap" that makes it sell. Our design and engineering departments will cooperate with you to this end. Send for "The Story of Bakelite Molded Parts."

CHICAGO MOLDED PRODUCTS CORP.

2142 Walnut Street

Chicago, III.

## In the Bleachers or Out on the Field

Where Will Your Product Be?



WS-275-Stair-Step T Back, Large pacity and striking display value are combined.

Canners! For the sales battle of the century this Fall, will your cans be on the shelf, or down in the zone of action? - attractively displayed near the door, beside the cash register, on the counter or show cases? Display at the point of sale will make a big difference in how your line comes through.

The many users of Union Display Racks have proved by experience that dealers give them a powerful advantage over competitive goods. Their sales sheets show amazing increases. Learn the application to your line. Write for the illustrated bulletin showing many available designs.

#### UNION STEEL PRODUCTS COMPANY

521 Berrien St. Albion, Mich.



Display Rack groups half dozen coffee cans in an eye com pelling way.

Point of Sale



For tying in with national advertising at the point of sale nothing could be more direct than this prominent group of familiar cans.

UNION Cottapsible Wire DISPLAY RACKS

to the after-use container, "It seems to me that the candy content is an incident to that package rather than the main purpose." Discussing further the status of confectionery or similar commodities packed in gift boxes of permanent value, Chief Campbell acknowledged that the Department realizes that the average consumer "has no exact conception of the specific gravity of a given quantity; he would not know what ought to make a pound in marshmallows or chocolates." At the same time, the officials demur at any strings to the law which would prevent them from nabbing false-bottom boxes.

F holiday and gift packages cannot secure specific exemption under the law, for unconventional packages, and are unwilling to trust to a benevolent interpretation of the law at Washington, then will it be up to the package designers. Responsibility will fall upon package architects and the engineers of package redesign to provide holiday packages which will breathe the holiday spirit and proclaim their gift roles, yet will, at the same time, conform to the rule that the most trusting and most materialistic package-buyer shall not be mislead. When MODERN PACKAGING brought this pending obligation to the attention of the leading designers of packages it was found that only a few were aware of what was probably in store for them.

Many of the designers feel that, as Arthur S. Allen put it, the new proposition is "too complicated" to permit of prearrangement of policies. A number of the designers are prepared to face a demand that they concentrate on primary essentials in the artful dressing of the "occasional" package. But, for the time being, they are willing to take the cue of Mr. Allen who, facing this complex future, says: "I will just have to meet each problem as it is presented."

Gustav B. Jensen, on the other hand, is one designer who finds few terrors in the proposed stricter standards of packaging. Speaking to Modern Pack-AGING, he said: "I have, personally, always favored packages that clothed the product as tightly as possible and as seemed practical. The idea of creating an impression of a lot for the money is cheap and belongs in the world of fake. If, on the other hand, the artist, for aesthetic reasons, uses any shape that his heart desires, it would be a shame if anything should interfere with him in this effort, nor do I think that any law could have such intent. If the law be clearly framed so as to show its intent, namely to protect the public, it is of course all to the good for everybody, including designers, who certainly do not want to be a party to anything in the way of misleading the public."

NE of the most interesting and most heartening expressions of confidence which has come from any designer-consultant has been voiced to Modern Packaging by Edwin H. Scheele. Said he: "The gift package or re-use container is definitely not in the class of a deceptive package intended to mislead the purchaser. It is a sales stimulating package as well as a type of container that the consumer likes and is very much in favor of. This is attested to by the fact that in those industries which have not previously used gift packages, merchandise sales increase to such an extent with the adoption of a gift package that less enterprising competitors are quick to raise the cry of 'unfair trade practice.' Some manufacturers still can't get it into their heads that consumers are willing to pay a little more for something they like and want.

"Basically, the gift package functions the same as an ordinary package inasmuch as it affords adequate protection to the contents, facilitates ease of handling and assists in stimulating the sale of the product. The gift package, to meet with any degree of success, must present the appearance of a gift or present a good reuse or utility value in the home of the purchaser. Therefore, it is difficult to conceive how the gift package can possibly be construed as being 'so made and formed or filled as to mislead the purchaser.' Because the purchaser buys gift packages specifically as such and for very definite purposes.

"The purchaser is not being deceived and knows for what and why she is buying the gift package. Furthermore, the economic position of the gift or re-use package is superior to that of the standard type package in that it eliminates practically all waste from the consumer's package purchase by virtue of the fact that, instead of being discarded after purchase as the standard packages are, it remains in use by the purchaser long after the contents have been consumed. It often allows for an increased selling price, thereby offering an opportunity for the manufacturer to realize greater profits which eventually reflect on his ability to increase employment.

"With regard to the design of irregularly-shaped boxes, cans and bottles, which may harmlessly belie the quantity of contents, there should be no danger of confliction with existing or new Food and Drug laws, wherein the formation remains harmless. If the package is intended to be used in the home during the duration of its contents for decorative purposes or in conspicuous locations outside of cupboards or closets, thereby causing a pleasant appearance to be an essential requirement of its design, the consumer will revolt against changes in design that sacrifice appearance.

E

"While it may not be the letter of the new law, I am sure that the legal aspects will be interpreted as being directed solely to those manufacturers packaging essential foodstuffs and staple drugs in oversize standard type packages that perform no decorative duty in the home and that the purchaser is led to believe will contain larger quantities in proportion to the apparent increase in size over that of competing brands.

## STARS IN SEALING GLUES

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By Ad. Hesive

"The time has come," Ad. Hesive says, "to talk of many things-of glues and gums and sealing flaps, and packages and strings." Decrease packing costs, improve the appearance of your package, and enhance the salability of your goods through the use of Star Adhesives. The Star line includes case sealing glues that will seal the most difficult cartons: bottle labeling gums that can be used on hot or cold bottles and will not crystallize when the label dries, and are ice proof and water resistant; also nonwarp glues, both hot and cold, that eliminate warpage, and will not foam or string.

Of interest to the paper trade is our allover design rubber roller. It is no longer necessary to import these, with the costly delays and inconvenience that accompany this practice. Write for information.



### BINGHAM BROTHERS COMPANY

(Founded 1849)

All Kinds of Rollers and Adhesives

406 PEARL ST.

NEW YORK

ROCHESTER, N. Y. 980 Hudson Ave.

PHILADELPHIA, PA. 521 Cherry St.

BALTIMORE, MD. 131 Colvin St.

## A BETTER PACKAGE FOR EVERY NEED



Cleveland spiral wound tubular containers make the ideal package for practically any product. They combine sales appeal, practicability, and economy.

Our packaging engineers will be glad to help you work out your packaging problems.



## THE CLEVELAND CONTAINER CO.

10421-BEREA ROAD · CLEVELAND, OHIO
Flants: Cleveland · Detroit · New York · Philadelphia
Sales Offices: Pittsburgh · Rochester · Chicago



Group of products by Aluminum Company of America, as shown in the Permanent Packaging Exhibit during the month of July

"Then, too, there are many cases wherein the manufacturers have been waiting for just such an opportunity as the present affords to enter into trade agreements between themselves to correct a condition originally caused by too aggressive competition wherein the sizes of packages have been gradually increased throughout an industry to the detriment of the product contained.

"In the final analysis there is always a speculative nature about what the law will regard as being a 'misleading package.' The only packages that can absolutely be termed deceptive and misleading are 'slack' filled containers and transparent containers having pushed up bottoms or pinched in backs not readily visible to the average consumer. There is no association between the gift or re-use package and the type of package that may be construed as belying the quantity of its contents."

the new Assistant Secretary of Agriculture is, if not the sole inspiration, at least the main driving force behind the movement for a new general Food and Drugs law that will be package-conscious to an unprecedented degree. Accordingly, there must be exceptional curiosity in packing circles as to Mr. Tugwell's theories and convictions as to packaging policies and practices. In the hope of obtaining an intimate view of the reformer's mental processes, packagers are turning eagerly to the book which this former Professor of Economics at Columbia University has just published under the title "The Industrial Discipline and the Governmental Arts."

This interesting attempt to look into the future does not have much to say with regard to packaging, albeit there is extended attention to the possibilities of machines in industry. What criticism is offered is incidental to a consideration of marketing process. The distinguished member of the "Brain Trust" says: "In order to find an outlet for mass-production goods, prices have to be brought to lower and lower levels. But this very pressure has had another effect. Those industries which are faced with the necessity for lowering prices come to the point of trying various other alternatives for expanding the market and still maintaining the price level.

"A good deal of our elaboration of distributive processes is attributable to this kind of activity. Branding, elaborate packaging, inflated claims to special quality, with exaggerated ballyhoo, are all, more or less, attempts to escape the necessity of honest market expansion through decreased prices. It is doubtful whether nine-tenths of our sales effort and expense serves any good social purpose." Price-fixing in all its forms is discussed extensively but there is no particular examination of price fixing of packaged goods.

EFORE we leave the subject of the challenge to the gift package which is tucked away in the contemplated new "pure food" law it might be remarked that quite the most encouraging element in the whole scheme to stigmatize "misleading" packages is found in the implied promise at Washington that holiday packages which are in the "twilight zone," or near the border line of propriety, will not be penalized without an opportunity to voluntarily conform to the new code. This does not mean that the Federal censors will formally commit themselves in advance on a tentative "gift" package design. But it does mean that they will be willing to confer with packers who are in doubt as to the precise application, in their respective cases, of the ritual of truth-in-packaging.

A responsible official has assured Modern Pack-AGING that if and when the Food Administration is given the additional regulatory power over packages, the Department will afford packers preliminary hearings, or at least the advantage of a general notice before undertaking regulatory action. This, in general, has been the attitude of the Administration in the enforcement of all its regulatory statutes. And it would spare packagers the annoyance or inconvenience that some of them have feared if the plan of enforcement were precipitated so suddenly as to catch packages, prepared some time in advance of the holidays, and distributed to the retail trade before the new rules took effect. In short, the officials whose duty it will be to appraise packages, tell Modern Packaging that there will be made available to packagers ample information "establishing the viewpoint of the Administration" and which will serve as a guide to all packagers who will be responsible, under the new formula, for package manners and morals.



#### WHEELING STAMPING COMPANY

Factory: Wheeling, W. Va.

B. E. Stover, Sales Manager

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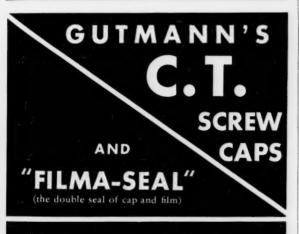
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Representative: Geo. K. Diller 90 W. B'way, New York



Prevents Leakage and Evaporation
Is a GUARD against COUNTERFEITING

Cap may be printed with a warning to purchaser not to accept if inner seal is broken or tampered with.

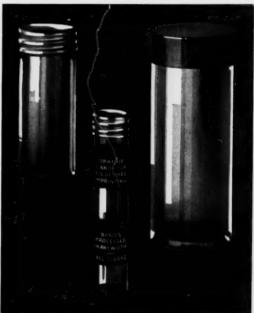
Used on many Nationally known advertised products

FERDINAND GUTMANN & CO. BROOKLYN, N. Y.

Established 1890

U. S. Patent & Pats. Pending - Trade Marks Reg.

# These are **Hycoloid**CONTAINERS



They will not break.
They are 80% lighter than glass.
They are supplied in 10 different colors—
opaque or transparent.
Permanent labels can be processed on in as many as 4 different colors.

Many tablet, pill and powder manufacturers are finding that Hycoloid has very happy advantages. Hycoloid is a cellulose material without the drawbacks of celluloid. There is no odor to Hycoloid. There are no seams on Hycoloid tubes, jars or vials. Beauty and economy are two important packaging features. Hycoloid possesses both. If you would like to know about the suitability of your products and Hycoloid, send us a sample of your products . . . we shall be glad to give you suggestions and quotations.

HYGIENIC TUBE & CONTAINER CO.
46 Avenue L
Newark, N. J.

Hycoloid

in tubes, jars
and vials

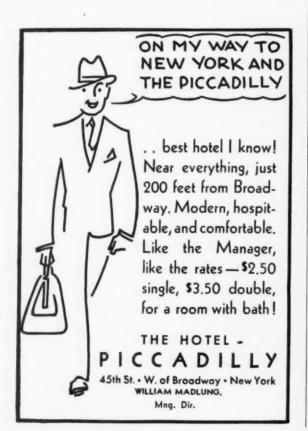


The Bismarck Hotel is in the heart of Chicago.... next door to theatres, shops and office build-ings.... only ten minutes from the Fair grounds.

The Walnut Room, Bierstube, and Coffee Shop are delightfully air-cooled. The rooms are large and comfortable, with wide beds, silent mail signals, and circulating ice-water. Your car garaged at sensible rates.

Write for map

All outside rooms, \$3.50 up. Without bath, \$2.50



## BROADWOOD

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## **Announces**

that all rooms with baths except corner rooms, are priced at Two Dollars per day for each person occupying a room. Indoor parking space is available at twenty-five cents per night. The BROADWOOD HOTEL, containing every convenience and device for health, recreation and comfort (including Swimming Pool and Turkish Baths) to be found in any fine Hotel, Club House, Gymnasium or Convention Hall, extends to you a cordial greeting and hopes your visit to Philadelphia will be agreeable. The BROADWOOD HOTEL has accommodations for seven thousand persons.

HORACE M. DOBBINS

General Manager



Where China has Certain begins

For fine telling banks, display constant and telling t

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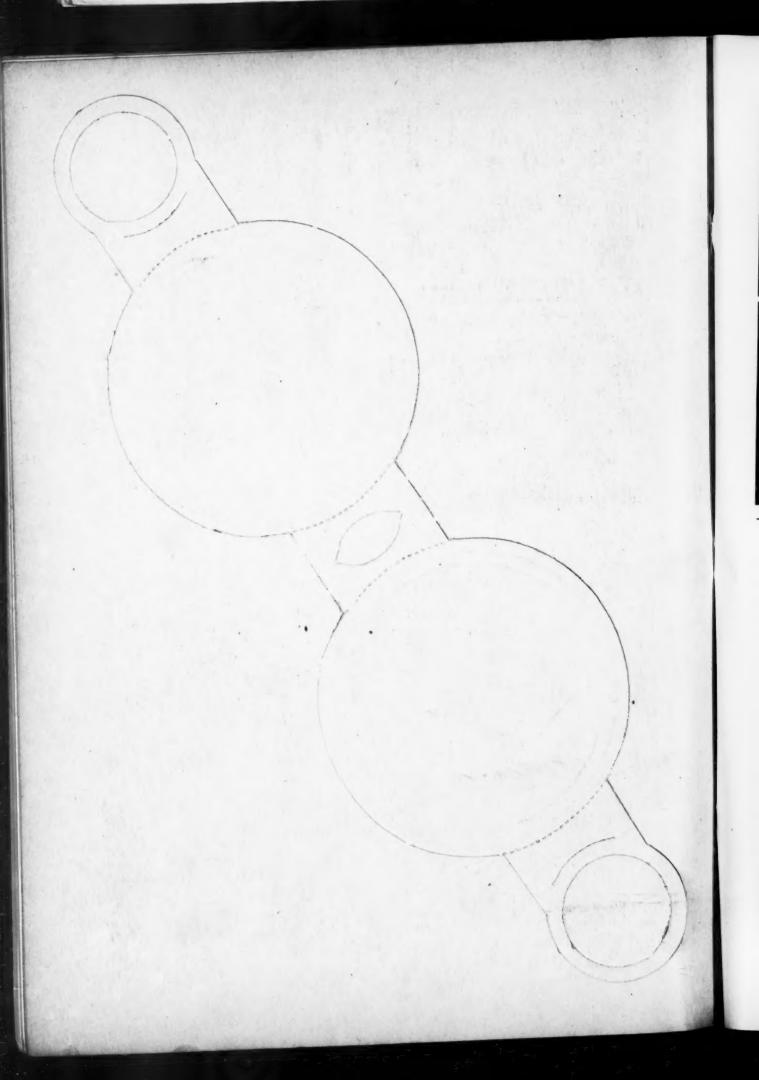
SPORTS 1943

One idea that's full of Cheer.

This style of wester unit forms a two-way display on any standard beverage bottle. Latered early, it supplies a pair of useful coasters, —water existent, in expensive, attractive publishing.

This Insert is printed on RIPGELO Feiding Boxboard, Told Cost, Double Lined—.024.

MODELLE PARTY CERSEY BY LOWE PAPER COMPANY





U. S. Patent & Pats. Pending - Trade Marks Reg.

# TAKE NO CHANCES WITH THE SEALING OF YOUR HOLIDAY PACKAGES! . . . .

At no time of the year do packages receive so much handling by shoppers and clerks as during the holiday buying season. Only well-sealed packages retain their tidy, attractive appearance.

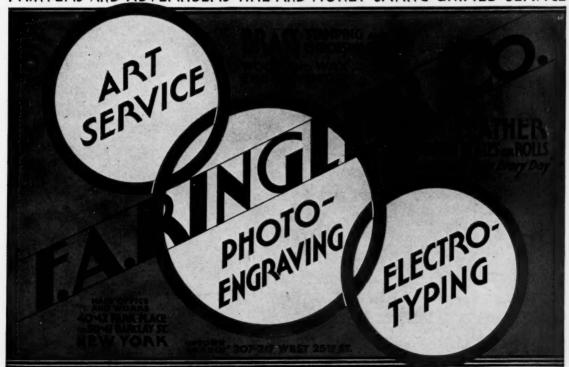
If your product is wrapped in transparent cellulose, let us show you what a remarkably dependable seal you can obtain with our special formulas for use in conjunction with this material. Samples and full particulars on request. Please mention grade of transparent cellulose used and method of application of adhesive.



UNION PASTE CO.

MEDFORD. MASS.

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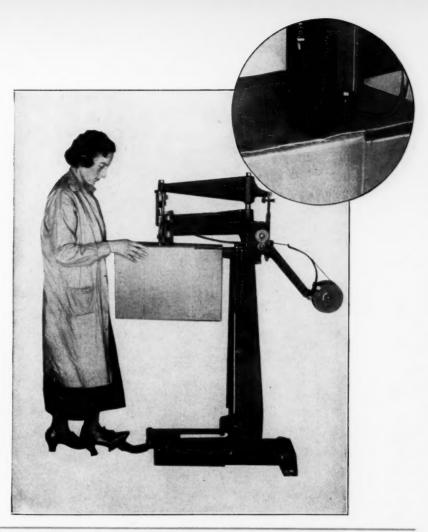


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## THE MACHINE WITH A THOUSAND

#### TYPE KM

with bottom stitching attachment



#### STRAIGHT-AWAY WIRE FEED

No kinks or snarls. Will not let wire slip or make short staples. Never any delays or difficulties—nothing to impede fast, accurate production.

## PROFITABLE USES

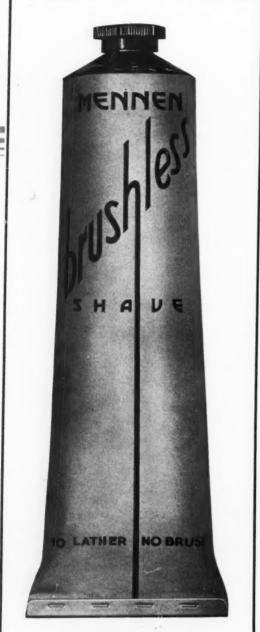
Check over the various fastening and sealing operations in your plant, and you will find many profitable uses for this highly efficient, low-priced machine. It is adapted to an almost endless variety of work, wherever small wire staples can be used in the manufacture of thin wood, fibre or paperboard articles; also for bag-top sealing, securing merchandise to display cards, fastening lables, and scores of other purposes.

The Saranac is easy to use—a woman can operate it. Feeds either flat or round wire from spools, thus cutting cost of staples as much as 93%. Its low price is quickly paid back to you in savings.

Write for illustrated descriptive circular and full particulars of our 15-day trial offer.

### SARANAC MACHINE COMPANY

STAPLING AND PACKAGE MAKING MACHINES For Wooden, Veneer, Plywood, Fibre and Paperboard Containers SPECIAL MACHINERY BENTON HARBOR - MICHIGAN, U. S. A.



# ALUMINUM TUBES INCREASING IN POPULARITY \* \* \*

Because of their many excellent qualities, as well as their economy—aluminum tubes are being used by a steadily increasing number of manufacturers.

Perhaps you, too, can profit by using these tubes. Why not send us one of your present collapsible tubes and let us tell you whether it would be practicable to reproduce them in aluminum? Samples of aluminum tubes manufactured by us, will gladly be sent on request.



PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY

70:LOCUST AVENUE

RI OONAFIFI D. N. J

# A NEW DURF7 STAND

that stands-up and speaks-out

"TIME OUT FOR

WHO or when or where or what started the old American custom of chewing gum we don't much know or care. But we do know this: from the moment a dealer places his Teaberry wares on the counter, in this new Durez stand, sales start on the up-and-up!

The reason's simple, as any good merchandising man will point out. People buy what people see! Hide your product under the counter, tuck it back on the shelf, and

customers just don't care. But put what you sell where people can see it, arrange it neatly, make it easy to look at, easy to pick up, and the sale is part sold! That's the fundamental psychology back of all Durez display stands. (Notice the neat trick, here, of making a coin box part of the tray!)

This modern, up-to-the-minute stand, and many another, is doing a job of selling that other manufacturers may well envy. Durez stands are colorful. You can obtain a variety of effects that even an Art Director will like. They take any size or shape you decide upon. Name, trade-mark, slogan and seal can be molded in clearly, distinctly.

Durez closures, as well as Durez packages, are known wherever drugs and pharmaceuticals are sold. Literally millions of these caps go into the stores of the nation within a year. Light, tough, they screw down on the bottle tightly, do not

bind, release instantly. Leakage is prevented. Resistant to acids, moisture and perspiration, Durez closures are not, affected under normal conditions by the contents of any container. And they stay clean.

Wherever your market, whatever you sell, investigate Durez. General Plastics, Inc., 208 Walck Road, N. Tona-wanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

When three are on and two are out and the weakest man in the line-up surprises himself and every-body else by arching a high one far, far, far out over center's head—"Time out for Teaberry!"

When the day's boiling, so hot you have to jump up and down to keep from sizzling on the pavement, and your mouth is musty and dry and nothing tastes good—"Time out for Teaberry!"

When you're fagged and dizzy from a long day's grind, and the lights and the air and the noise are hurting your head—"Time out for Teaberry!"



The Modern Molding Compound



## PREFERRED DISPLAY POSITION IS AVAILABLE TO ATTRACTIVELY PACKAGED MERCHANDISE



DOLLAR VALUE is not a matter of undervalued buying—bargaining at the time of purchase; but it is the ATTRACTION of design, SELF-IDENTIFICATION in packaging; the ability of the product, by its own identity, to get first place on the shelf of the dealer. A good merchandiser arranges his shelves to favor such attractive packaged merchandise. The first real step in advance in label and package designing has started a regular parade of improvement. As specialists in designing, as well as masters of production, we can, and gladly will, help you. Perhaps it can be handled by correspondence—if not, we will gladly call and help you plan and design modern packaging for your whole line or for any individual item.

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN

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